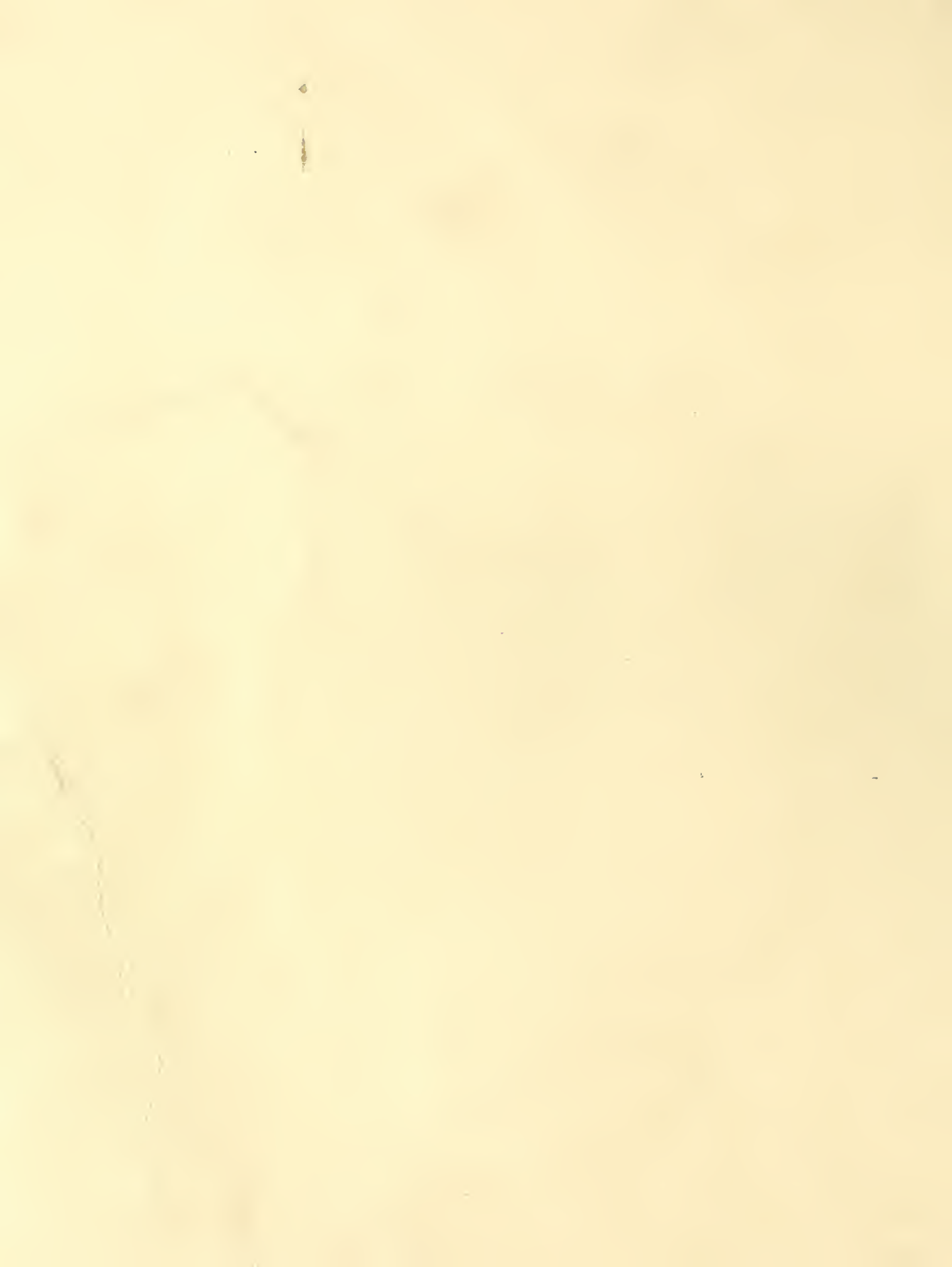


## Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



# Vegetable Situation

Economic Research  
Service

TVS-204

U.S. Department of  
Agriculture

August  
1977

9  
EC 752 F

TVS  
p. 3

DEC 4 '84

U.S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY



Approved by the World Food and  
Agricultural Outlook and Situation Board

# THE VEGETABLE SITUATION

447 1290  
86696

## CONTENTS

	Page
Summary .....	2
Recent Developments and Outlook:	
Fresh Vegetables .....	3
Processed Vegetables .....	7
Potatoes .....	10
Sweetpotatoes .....	12
Mushrooms .....	13
Dry Edible Beans .....	13
Dry Edible Peas .....	14
List of Tables .....	29

• • •

Approved by  
The World Food and Agricultural Outlook  
and Situation Board  
and Summary released  
July 28, 1977

Principal contributors:  
Charles W. Porter  
Joseph C. Podany

Commodity Economics Division

Economic Research Service

U.S. Department of Agriculture  
Washington, D.C. 20250

• • •

The *Vegetable Situation* is published in February, May, August, and November.

## SUMMARY

Summer fresh vegetable supplies may be about 3 percent larger than a year earlier, based on larger acreage for several crops and yields matching recent years. Among the major crops, there are larger acreages planted to cabbage, carrots, corn, onions and peppers, about the same to snap beans and lettuce, and less to celery and tomatoes. There probably will be more summer cataloupes, but fewer watermelons.

Fresh market vegetable prices to growers tumbled during the spring quarter to levels only 3 percent higher than in June 1976. Seasonally heavier supplies and simultaneous harvest of the same commodity from different sources worked to push farm and retail prices down rapidly.

During the summer months the index of fresh vegetable prices may average moderately below spring, but hold near last summer's levels.

For processing vegetables, growers and processors increased their 1977 plantings over the earlier published intentions which had called for 1 percent less. In late June they reported about 1 percent *more* acreage than in 1976, with cuts for canning crops and increases for freezing. If average yields are realized, raw tonnage and total pack of processed vegetables in 1977 are likely to be about the same or slightly more than a year earlier. With smaller carryovers a certainty, this would mean about the same total supply of processed vegetables during 1977/78 but selective moderate price rises are likely in response to strong demand and higher processing costs. However there will be some temporary price allowances offered for several items as new packs are made.

Wholesale prices of all major canned and frozen vegetables are at least moderately higher this summer. The July ERS wholesale price index of canned vegetables was 176—13 percent more than the 156 recorded in July 1976. With stocks of many *frozen* vegetables relatively light, price comparisons with a year earlier show generally even greater gains, with prices up 15-40 percent over a year earlier for most institutional and consumer packages.

The summer potato crop of 22.3 million cwt., is 2 percent less than a year ago, with smaller acreage



to be dug this season. It appears that hot weather is resulting in earlier harvest, and the late summer crops are beginning ahead of schedule.

The fall crop, which accounts for 85 percent of annual output has experienced generally favorable growing weather thus far. If good weather prevails during August as well, this crop could turn out close to the record of last year. However, demand may not be as strong this fall. Stocks of frozen potato products were 18 percent heavier than last year on July 1. The current figure is a record for the date. Any additional processor demand will likely be light. Furthermore, sharply reduced export sales may be expected.

If 5-year-average yields are applied to April planting intentions, production this fall could be 282-287 million cwt. Then grower prices this fall would average about a tenth higher than the \$3.03

per cwt. U.S. average for the fourth quarter of 1976. But if yields turn out larger, or if growers increased acreage over earlier intentions, fall prices would come under greater pressure.

There will be a 3 percent smaller sweetpotato acreage for harvest this year. North Carolina expects no change but there will be cuts in Louisiana, Texas, and Virginia. Canner stocks are down from last year. Some moderate increase in canning activity is indicated for this fall. Cannery prices are expected to remain firm to stronger over the next few months.

Dry bean acreage is 10 percent less this year. This reduction comes as a result of two seasons of low prices to growers, and dry weather in some sections; this year may have discouraged planting. Grower prices can be expected to advance before the end of the year.

## RECENT DEVELOPMENTS AND OUTLOOK

### Fresh Vegetables

The prospective acreage of 14 fresh market vegetable crops for the summer quarter is estimated at 322,000 acres; 2 percent more than last year. Potential output, based on recent yield history, suggests a 3 percent greater volume.

Among the major crops there are larger acreages planted to cabbage, carrots, corn, onions, and peppers, about the same to snap beans and lettuce, and less to celery and tomatoes.

Combined acreage of melons is substantially smaller, partly due to a shift of the Georgia harvest to the spring crop. Elsewhere in the South watermelon acreage is smaller, but there are more summer cantaloupes planted.

Fresh market vegetable prices to growers tumbled during the spring quarter to levels only 3 percent higher than in June 1976. Seasonally heavier supplies and the simultaneous harvest of the same commodity from different sources worked to push prices rapidly downward. For example tomatoes from Florida, Mexico, South Carolina, and Arkansas flooded the markets in volume during mid-June. Since then, tomato volume has receded slightly, but the price effect has been notable. Total vegetable shipments the middle week of June were a tenth heavier than the corresponding week a year earlier. The index of the fresh vegetable prices this summer is expected to be about the same as the 3rd quarter average of 169 (1967=100) in 1976.

### Per Capita Use Higher in 1976

Per capita consumption of fresh vegetables rose to 100.2 pounds in 1976, up slightly from the 98.6 a

year earlier. Both domestic output and imports, largely from Mexico, contributed to this gain. Imports comprised 5 percent of our total vegetable supply last year, although as usual, imports during the first part of the year account for about half the total tomato, pepper, and cucumber supply.

There has been a small but persistent upward turn in fresh vegetable use per capita in the 1970's. Excluding potatoes, lettuce is the most popular vegetable—23.6 pounds consumed in 1976. Tomatoes at 12.7 pounds, ranked second, with onions at 10.3 coming in third. Tomatoes and onions gained last year, reflecting the larger harvest while lettuce dropped a small .2 of a pound. Cabbage and sweet corn ranked next to onions in quantity used in 1976.

As with vegetables, total melons showed a gain in 1976. Watermelon production and use regained at least temporarily some of the ground lost in other recent seasons. Combined per capita use of melons—cantaloupes, honeydews, and watermelons—was 20.6 pounds against 19.3 in 1975, but still well below the 23 pound figure of 1968 and 1970.

### Prospects for Major Fresh Vegetables

#### Tomatoes

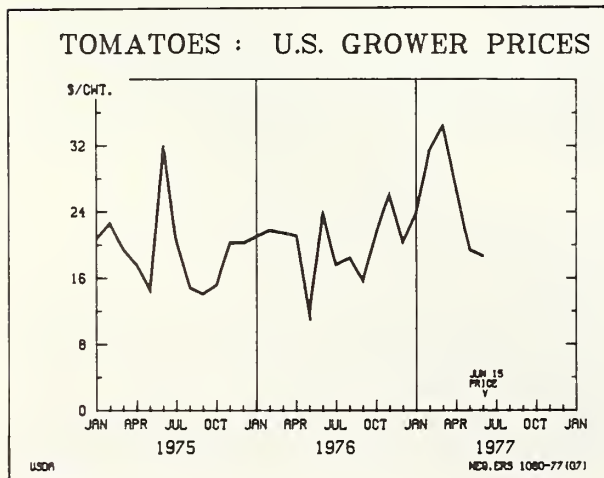
Summer tomato acreage in the major states in 1977 is estimated at 47,360 acres, 5 percent less than last year. Based on average yields, the summer crop is expected to be about 6.9 million cwt., 6 percent below 1976. California summer acreage was cut back by 2,200 acres but acreage in New Jersey increased by 300 acres, New York acreage

Table 1—Vegetables and melons for fresh market: Reported commercial acreage and production of principal crops, selected seasons, 1975, 1976, and indicated 1977

Seasonal group and year	Area				Production			
	Harvested			For harvested major states 1977	1975 total	1976		Major states 1977 <sup>1</sup>
	1975 total	1976				Total	Major states	
		Total	Major states					
	1,000 acres	1,000 acres	1,000 acres	1,000 acres	Million cwt.	Million cwt.	Million cwt.	Million cwt.
Winter .....	175.6	183.2	181.5	151.2	33.7	34.3	34.1	29.7
Spring .....	336.3	376.7	368.7	382.2	53.3	59.6	58.9	59.3
Summer: <sup>2</sup>								
Snap beans .....	31.5	31.5	28.6	28.6	1.2	1.2	1.0	1.1
Broccoli <sup>3</sup> .....	10.7	7.6	7.6	7.3	.7	.6	.6	.5
Cabbage <sup>3</sup> .....	30.3	27.7	23.2	27.7	7.7	6.8	5.9	7.1
Carrots <sup>3</sup> .....	14.6	14.8	12.7	13.0	4.7	4.4	3.8	4.1
Cauliflower <sup>3</sup> .....	6.6	7.3	7.3	7.1	.6	.7	.7	.7
Celery <sup>3</sup> .....	6.0	6.5	6.2	6.0	3.0	3.2	3.1	3.0
Sweet corn .....	108.9	105.1	96.1	99.5	7.9	7.1	6.4	6.8
Cucumbers .....	15.8	15.9	12.3	12.6	1.7	1.6	1.3	1.4
Eggplant .....	1.1	1.2	1.2	1.2	.2	.2	.2	.2
Escarole .....	1.3	1.2	1.2	1.2	.2	.2	.2	.2
Lettuce .....	54.3	49.9	45.2	45.6	13.5	13.1	12.2	12.1
Green peppers <sup>3</sup> .....	22.4	24.0	21.7	23.4	1.8	2.0	1.8	1.9
Spinach .....	1.0	1.3	1.3	1.2	( <sup>4</sup> )	.1	.1	.1
Tomatoes .....	63.2	60.0	50.0	47.4	8.5	8.4	7.4	6.9
Total 14 vegetables <sup>5</sup> .....	367.7	354.0	314.6	321.8	51.9	49.6	44.6	46.1
Cantaloupes .....	54.3	47.0	41.0	43.3	7.4	6.7	6.2	6.6
Honeydews .....	9.4	9.3	9.3	9.4	1.9	1.9	1.9	1.9
Watermelons .....	137.8	146.2	131.9	109.3	13.7	13.1	11.6	10.0
Total melons <sup>5</sup> .....	201.5	202.5	182.2	162.0	23.0	21.7	19.7	18.5
Total summer <sup>5</sup> .....	569.2	556.6	496.8	483.8	74.9	71.2	64.3	64.6

<sup>1</sup> Based on 3-yr. average yield per acre. <sup>2</sup> July, August and September. <sup>3</sup> Includes fresh market and processing. <sup>4</sup> Less than .1. <sup>5</sup> May not add due to rounding.

by 500, and Tennessee acreage by 600. Even with this 6 percent cut, ample supplies are expected most of the summer.



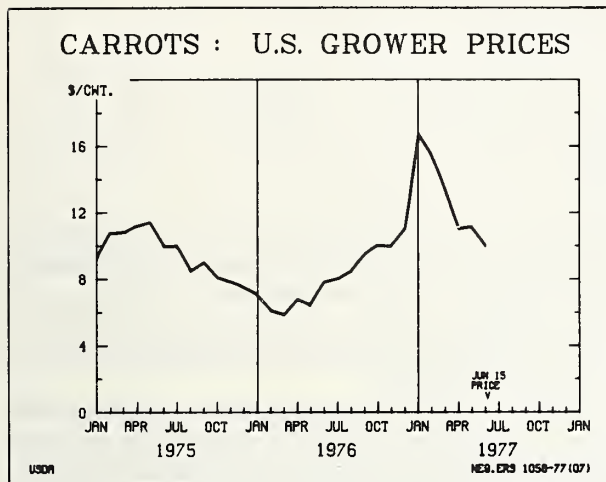
U.S. grower prices were well above year-earlier levels from January through April because of the effects of the January freeze in Florida. With volume shipments from Florida and Mexico, U.S. grower prices dipped sharply in May to about 19 cents a pound, though still above the level of the less than 12 cents a pound in 1976. This year's drop was due to the bunching up of shipments from different sections of Florida coming simultaneously with heavier than a year earlier supplies from South Carolina, Arkansas, and California.

Grower prices dipped further in June as shipments from South Carolina and Arkansas increased in volume. Prices are expected to ease some more as the volume of summer marketings gets underway but may show some strength as the summer progresses.

#### Carrots

Summer carrot acreage in 1977 is 2 percent larger than in 1976. With average yields of the past

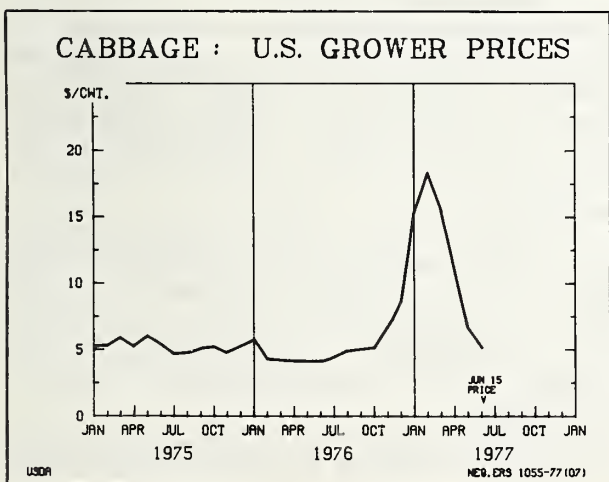
3 years, projected tonnage would be 10 percent more than last year. California, the major supply source is reported to have 5,900 acres, 6 percent less this season. Wisconsin, the third most important producer of summer carrots reported 1,400 acres, down 18 percent from last year due to adverse weather during planting and growing. However, Michigan and Texas (high plains) the second and fourth largest producers respectively reported increases in acreage of 6 and 86 percent.



Because of lighter supplies, especially in the early months of the year, grower prices have been considerably above those of 1976 so far this year. If the projected 10 percent increase in output in the summer production areas, materializes, prices will ease downward but still continue near last year's levels.

### Cabbage

Summer cabbage acreage in 1977 is estimated at 27,700 acres, 19 percent above last year. Potential

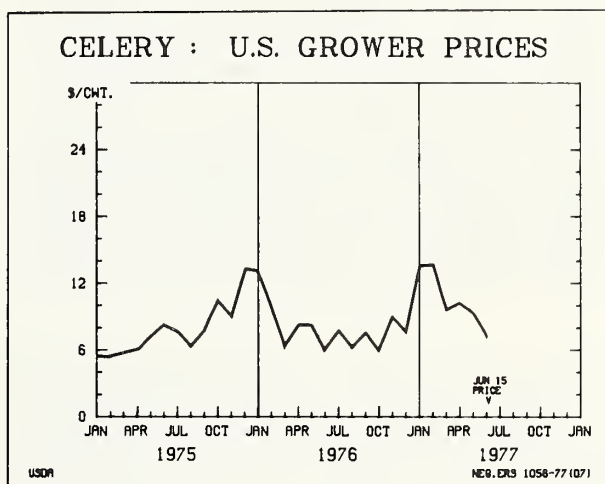


production, based on average yields of the past 3 years, is expected to be about 21 percent more than in 1976. New York, with the largest summer acreage, plans to harvest 62 percent more than last year. North Carolina expects to harvest 8 percent more and New Jersey 30 percent more. Likewise, the Midwestern States have generally shown an increase in summer acreage.

Prices to growers have been the highest on record through May of this year. With good supply prospects, grower prices are expected to drop considerably but will probably remain close to last year's levels.

### Celery

Summer celery acreage in 1977 is estimated at 6,040 acres, 4 percent below last year. Production is expected to be 2 percent less than last year.



Except in January, prices to growers during winter and spring quarters were running from \$1-\$4 per cwt. above last years level. Prices began to ease in June but will probably average above last year's level since the crop is smaller.

### Sweet corn

Sweet corn acreage for summer harvest is estimated at 99,500 acres up 4 percent from the same period in 1976. Potential summer production is expected to be 5 percent greater than last year. All early plantings appear to be in generally good condition in most areas. Of the major producing areas only Alabama and California show a reduction in acreage. Illinois is showing no change in acreage. All others indicate increases ranging from 3 percent in New Jersey to 13 percent in Connecticut.

Overall, U.S. prices to growers in 1977 have been near last year's levels so far, with the exception of the very high February price which reflected



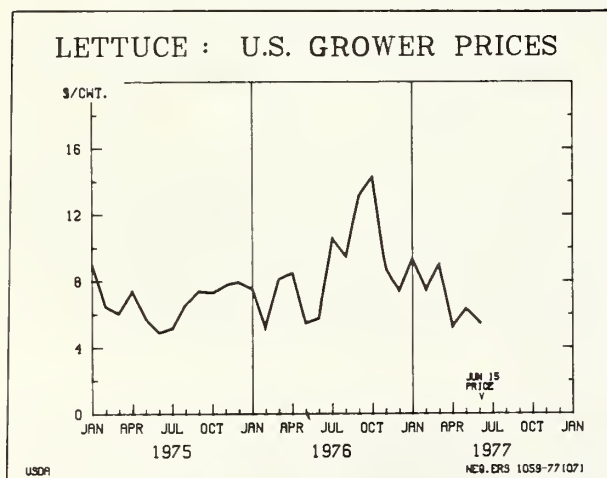
ted the effects of the January freeze. However, there has been some variation in prices among shipping points. California prices were between \$3.50 and \$5.50 per crate. In Central Florida, the price was right at \$2.50 per crate, while in North Florida and South Georgia the price ranged from \$2.55-\$2.75 during late June and early July. With 4 percent greater acreage, summer prices will probably average below last year.

### Lettuce

Acreage of lettuce for harvest during the summer quarter is estimated at 45,600 acres up 1 percent from the same period last year. Based on average yield, production would be about the same as last year.

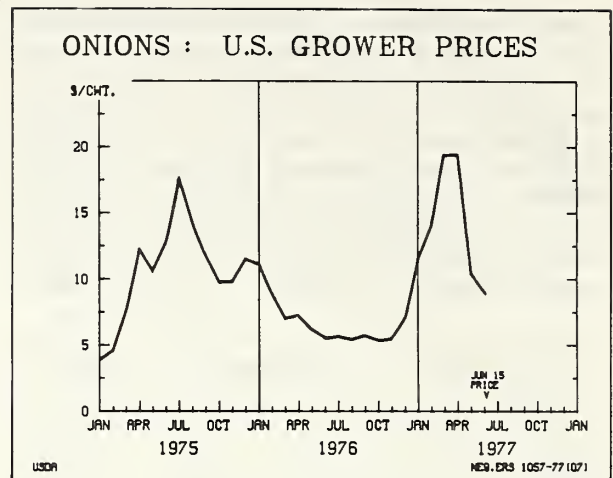
California planting which accounts for 80 percent of the summer total is down only 1 percent. New York, New Jersey and Colorado are all showing increases in acreage. Growing conditions have been generally favorable in all areas. However, in California, lettuce heads have been running toward the smaller sizes.

Grower prices during January and February were above those of 1976. During March and April grower prices dipped below those of last year but picked up again in May. This recovery was short lived. Shipping point prices in California in June and July again were mostly below last year's level.



### Onions

Fresh market onion acreage for harvest in summer producing States including both non-storage and storage onions, is less than 1 percent larger than 1976. Production of non-storage type onions is forecast at 2.9 million cwt; down 19 percent from 1976. Lower yields are forecast for all producing states. Hot weather during June caused some fields



to mature early in Texas. A few areas also suffered hail damage. In New Mexico, spring wind damage reduced yields. Crop development in Washington was behind schedule. Acreage in major storage states is estimated at 47,210 acres or 2 percent more than in 1976.

With the spring crop off by 25 percent from 1976, grower prices of onions have been running nearly double those of last year. With a smaller crop of non-storage onions in prospect, early and mid-summer prices to growers may be expected to continue well above last years levels.

### Cantaloups and Honeydews

Recent concern about water shortages in California has had a curious, though probably not unusual effect on cantaloup markets this summer. A few months earlier, growers in the desert spring crop districts planted more than 1976. This resulted in generous supplies during the last half of June with consequently relatively low prices to growers, especially for the smaller sizes.

In the summer cantaloup areas, the water problems did cause some shifting of melon acreage to different districts in order to assure adequate irrigation. The 1977 summer cantaloup acreage is estimated at 43,300 acres or 6 percent above that of 1976. Potential production is estimated to be 6 percent more than last year, if recent yield history is any guide.

California, the largest summer producer, reduced its acreage by only 3 percent, while Arizona more than doubled its acreage. Texas, the next largest producer, has a 4 percent increase in acreage to 5,700 acres. Georgia, another important producer, increased its 1977 summer acreage by 19 percent to 4,400 acres.

Summer acreage of honeydews is estimated at 9,400 acres or 1 percent more than in 1976. Produc-



tion potential would be about the same as last year. Acreage in Arizona has decreased by 35 percent to 1,100 acres while acreage in California increased by 9 percent to 8,300 acres.

### Watermelons

Watermelon acreage during the summer quarter of 1977 is estimated at 109,300 acres 17 percent less than in 1976. Part of the reduction is attributed to a shift of Georgia acreage from summer to spring. Based on average yields, the summer watermelon crop is estimated to be 13 percent smaller than last year.

With the spring crop this year about as large as last year's, f.o.b. shipping point prices in May and June have fluctuated near last year's levels. In late June and early July, prices began to strengthen. With a smaller supply in prospect for the summer months, prices are expected to continue to average higher than a year earlier.

## PROCESSED VEGETABLES

### Review of the 1976/77 Season

The smaller 1976/77 supply of processed vegetables set the stage for moderate price advances early this marketing season. By early March it became apparent that movement of several canned and frozen vegetable items was picking up, because supplies of several fresh vegetables were temporarily short with prices record high. The Florida freeze and unfavorable growing weather in Texas were responsible. As a result, carryover of many important processed items once again is on the low side, though not as low as July 1974. This development has tightened supply prospects for processed vegetables for the last half of 1977 and early 1978, since acreage this year shows little total change from 1976.

### The 1977/78 Supply Prospect

Growers and processors increased their 1977 plantings over the earlier published intentions which had called for 1 percent less. In late June they reported about 1 percent *more* acreage than 1976, with cuts for canning crops, and increases for freezing. If average yields are realized, raw tonnage and the total pack of processed vegetables in 1977 are likely to be about the same or slightly more than a year earlier. But, a tomato crop moderately larger than 1976 in California, could push the 1977 total even higher. With smaller carryovers a certainty, this would mean about the same total supply of processed vegetables with possible selective moderate price rises expected during the 1977/78 market season. However, there will be

**Table 2—Vegetables for processing: Planted acreage, annual 1976 and 1977<sup>1</sup>**

Crop	Planted acreage		
	Contract 1976	Contract 1977	1977 as percent of 1976
	1,000 acres	1,000 acres	Percent
Snap beans .....	228.5	253.6	111
Green peas .....	395.1	378.9	96
Spinach (winter and spring) ..	22.7	19.7	87
Green lima beans .....	54.5	62.8	115
Beets .....	13.4	16.0	119
Sweet corn .....	479.7	479.2	100
Cucumbers for pickles .....	117.8	106.9	91
Tomatoes .....	339.4	349.4	103
Total <sup>2</sup> .....	1,651.1	1,666.5	101
For freezing:			
Green lima beans .....	30.7	38.6	126
Snap beans .....	46.4	54.2	117
Sweet corn .....	121.0	133.4	110
Green peas .....	125.9	135.3	107
For canning:			
Green lima beans .....	23.8	24.2	102
Snap beans .....	182.1	199.3	109
Sweet corn .....	358.6	345.8	96
Green peas .....	269.2	243.6	90

<sup>1</sup> 1977 production for canning and freezing will be published in December annual summary. <sup>2</sup> May not add to total due to rounding.

Data from Vegetables-Processing, SRS, USDA.

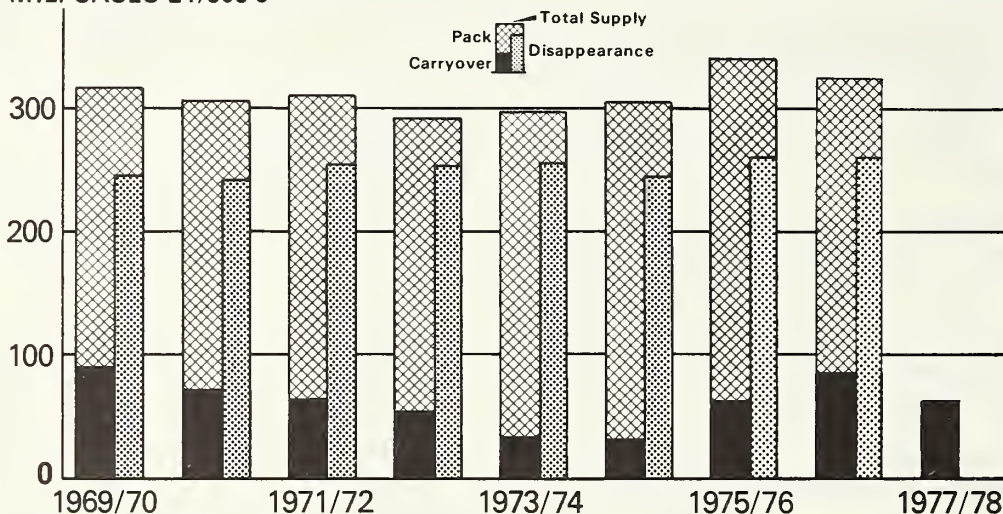
some temporary price allowances offered for several items as new packs are made available.

Weather prospects in the Pacific Coast and upper Midwest, the main bases of the processing industry, presently suggest about average yields at this time. In California and other water-short areas of the West, processing vegetables are generally receiving enough water to bring in average crops, except in Washington east of the Cascades. Deep wells are augmenting supplies in many instances. However, the important California tomato crop stands a better-than-even chance of being moderately larger than in 1976, when rain damage in August and a labor dispute in late July resulted in substantial crop loss. That year California tomatoes alone accounted for 44 percent of all processing vegetable tonnage in the United States. In the upper Midwest, yields of processing vegetables—snap beans, peas, and corn—will, as usual, be dependent on summer rainfall patterns in the States of Minnesota southeastward through Wisconsin to northwestern Ohio.

For canned vegetables alone, current prospects suggest about the same supplies this coming sales season. This would be the effect of a reduced carry-over added to a slightly larger 1977 total canned

## TOTAL SUPPLY AND DISAPPEARANCE OF SEVEN CANNED VEGETABLES\*

MIL. CASES 24/303's



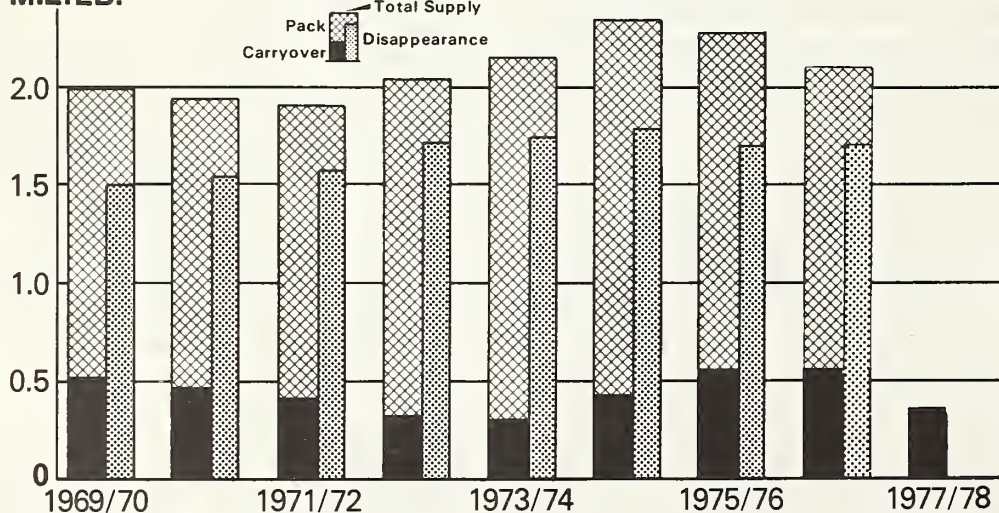
\*LIMA BEANS, SNAP BEANS, BEETS, SAUERKRAUT, SWEET CORN, GREEN PEAS, AND TOMATO PRODUCTS.

USDA

NEG. ERS 814-77 (7)

## TOTAL SUPPLY AND DISAPPEARANCE OF SEVEN FROZEN VEGETABLES\*

MIL. LB.



\*LIMA BEANS, SNAP BEANS, SWEET CORN, GREEN PEAS, SPINACH, BROCCOLI, AND CARROTS.

USDA

NEG. ERS 813-77 (7)



pack. There is an effort to rebuild depleted green bean stocks, and a desire to hold corn and pea supplies in balance with expected movement. The market could use more canned tomatoes and about the same quantity of tomato juice. The precise mix of supplies of the various tomato concentrates is not known, but expected demand would suggest that the market could handle about the same total pack as last year.

For frozen vegetables, larger packs of all the important items—peas, corn, snap beans, broccoli, lima beans, and spinach—are needed to maintain market movement. The largest volume of these items is packed in California and the Pacific Northwest. Larger acreages have been planted to most of these crops.

### Price Review and Outlook

Wholesale prices of all major canned and frozen vegetables are at least moderately higher this summer. For example, the ERS wholesale index of 10 *canned* vegetables was 176 in July, up 13 percent from the 156 recorded the same month of 1976. With stocks of many *frozen* vegetables relatively light, price comparisons with a year earlier generally show even greater gains, with prices up 15-40 percent over a year earlier for most institutional and consumer size packages. An exception is frozen sweet corn, where relatively heavier stocks are responsible for lesser rises. Thus the 1976/77 market season is generally ending on a strong note.

Looking to the 1977/78 marketing season, it now seems likely that recent price gains for canned vegetables will be at least partly maintained. However, there will be some price allowances offered for several items in late summer. By early 1978, continued strong demand could be expected to push prices of canned items slightly higher. Larger packs of frozen vegetables may partly offset the price rises associated with inflation which is causing higher 1977 processing costs.

### Prospects For Leading Vegetables

#### Snap Beans

Acreage planted to snap beans for canning is 9 percent larger than the relatively light planting made in 1976. Although this larger canning acreage probably means a larger 1977 pack, total supplies this fall may be only 3 or 4 million cases above recent annual disappearance. This would suggest a continued relatively tight supply position this winter. Disappearance and per capita use of canned snap beans has been holding firm, close to 6 pounds per person, despite a rather wide variance in year-to-year supply for the past six growing seasons. Most price quotes are at least a dollar per

case higher than a year earlier, and continued firm to strong prices are in prospect.

Stocks of frozen snap beans are less than half as large as a year earlier and the smallest since 1960. With 17 percent more acreage to be devoted to the 1977 pack, a more liberal supply is in prospect. However, it is possible that switching between freezing and canning may take place as the season progresses. Prices remain firm to strong.

#### Peas

With another relatively large carryover of canned peas into this new season, growers and canners have planted 10 percent less acreage this year. The 1977 pack in the Midwest and East has been largely made with the Pacific Northwest to come in later. Early trade reports suggest no radical developments in prices or supply. Although movement of canned peas perked up to some degree in recent months, and even with a reduced 1977 pack, prices are not expected to show the same strength as other competing vegetables.

Although U.S. growers have increased the acreage of peas for freezing by 7 percent, early trade reports from the Pacific Northwest note that hot dry weather has reduced crop prospects in the Columbia drainage area. With the June 1 carryover at only 98.2 million pounds, further wholesale price advances may be expected. Institutional pack prices per pound were 30 cents in June up from 26 cents a year earlier.

#### Sweet Corn

Growers and canners expect to harvest 4 percent less acreage this year. Stocks of corn carried over are moderately larger this year, so the acreage cut will tend to keep total supplies close to the quantity available the past two seasons. If yields are average, the 1977 pack would be about 52-54 million cases 24/303s, resulting in a supply of about 61.5-63.5 million cases. This would be large enough to support heavy use, though it is not as large as the record supply available during 1976/77.

Acreage of sweet corn for freezing is expected to be a tenth larger this year. Although the carryover is expected to be about a tenth smaller than the record quantity of last year, it is large when compared with other seasons. This reflects continued growth in demand for frozen sweet corn.

#### Tomatoes

A significant increase from earlier prospects is indicated for tomato acreage. California growers, who account for 79 percent of all U.S. acreage, reported they are planting 5 percent more this year. The earlier estimate called for 1 percent less.



For the entire nation, 3 percent more land is in this crop than in 1976. The California crop looks good at this time, and adequate water supply is expected to result in near average yields. In order to insure that enough water is available, there has been some shifting of land devoted to this crop within the Central Valley of California with more planted in the Sacramento Valley but less in districts further south.

With tomatoes accounting for about 55 percent of all processing vegetable tonnage and with the prospect of a larger California crop this year, there is reason to expect that total processed vegetable tonnage will exceed the 1976 figure.

A moderately larger 1977 supply of tomato raw product can be absorbed without changing drastically wholesale prices for most items. The carryover of canned tomatoes is less than a year earlier, but more than 2 years ago. The same is true of puree. The carryover of tomato juice will probably be moderately larger than last year, though well below historical levels. This suggests that packers are aware that this item is losing some of its former popularity. Per capita consumption in 1976 fell to 28 pounds, the lowest since before World War II days. However, other tomato products have gained new markets, easily offsetting the slow year-to-year losses in the demand for juice.

Wholesale prices for tomatoes and tomato products are all at least moderately above a year earlier. Midwest extra standard canned 24/303s were worth \$6.50 in June versus \$6.12 a year earlier. The same size California standard grade was \$6.50 versus \$5.25 in 1976. California fancy juice 12/46 oz. at \$5.75 compares with \$4.60 last year. California fancy catsup 24/14 oz. at \$8.05 is 60 cents a case higher than 1976, and 6/10s of paste (26 percent concentration) at \$15 are sharply above the \$11.50 of 1976. Unless the 1977 crop turns out sharply larger, these prices may be expected to be fairly well maintained in 1977/78.

#### Other Processing Vegetable Highlights

The contracted tonnage of *cabbage for sauerkraut* is 3 percent larger this season. This is in line with the slightly smaller carryover expected. Crop development in Wisconsin is ahead of normal, but in New York some fields were replanted due to dry weather early in the growing season. Contracted spring and summer acreage of *cucumbers for pickles* is 9 percent less this year at 106,900 acres, representing some further retrenchment of packing activity the past three seasons. Open market purchases are not likely to make up for the difference this year.

There is a sharply larger acreage of *lima beans* planted for freezing this year. Current stocks are the lowest since 1973, but with declining per capita

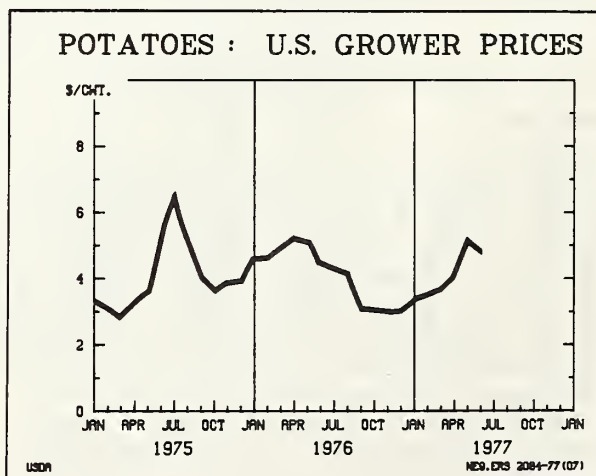
use any larger expansion probably would find markets saturated. Canned lima bean acreage is only 2 percent more this year. The expected carryover position looks rather neutral at this time. The prospect of lighter supplies has prompted a 19 percent increase in canning *beet* acreage this season. This probably will assure ample supplies this fall. Sharply higher wholesale prices have prompted the acreage increase.

Frozen *asparagus* stocks at 20 million pounds on July 1 were about the same as last year. This figure is one of the lowest in history. Michigan growers delivered 4.3 million pounds to freezers this year compared with 5.1 a year earlier. California trade sources note that yields there are not up to par, and their frozen pack may not be up to planned levels. The wholesale market is firm to strong. The market for canned asparagus is also firm. Michigan deliveries to canners of 13 million pounds were more than a fifth larger than a year earlier. Wholesale prices for the canned product continued sharply higher than in 1976.

## POTATOES

### Seasonally High Summer Prices Expected

U.S. spring potato production has been reported at 22.3 million cwt 10 percent less than last year, with most of the cut coming from Kern County, California. The spring harvest on the eastern seaboard was advanced again this year, as hot and relatively dry weather in many areas hastened maturity. On the other hand, the California crop was delayed by cool weather, bringing on a peak of harvest activity the last half of June. California movement at that time was slightly heavier than a year ago even though the 1976 crop was substantially larger. As a result potato prices weakened



**Table 3—Potatoes, Irish: Acreage, yield per acre, and production, annual 1975, 1976, and indicated 1977**

Season group	Acreage			Yield per acre			Production		
	Harvested		For harvest 1977	1975	1976 <sup>1</sup>	Indicated 1977	1975	1976 <sup>1</sup>	Indicated 1977
	1975	1976 <sup>1</sup>							
	1,000 acres	1,000 acres	1,000 acres	Cwt.	Cwt.	Cwt.	Million cwt.	Million cwt.	Million cwt.
Winter .....	14.3	14.4	13.6	202	207	182	2.89	2.98	2.47
Spring .....	84.5	99.0	91.3	237	250	245	20.00	24.78	22.35
Summer .....	115.7	120.1	117.5	181	189	190	20.90	22.69	22.32
Total with production to date ....	214.5	233.5	222.4	204	216	212	43.79	50.45	47.14

<sup>1</sup> Revised.

Crop production, SRS, USDA, issued monthly.

during June but averaged well above a year earlier. The SRS average farm price dropped to \$4.77 per cwt. for that month but remained above the \$4.43 of June 1976.

This year an even larger share of the California volume is comprised of Centennial Russets which, when packed in count boxes, command a price premium over the "old standby" long whites. The presence of this newer Russet type sharpens the competition between California and the Idaho storage deal. For several years, California spring crop acreage has been declining due to the increased ability of Idaho and other western fall crop states to extend their storage marketing season.

Summer potato production of 22.3 million cwt., 2 percent less than last year, suggests at least seasonally high potato prices between now and Labor Day. and more from California, New Jersey, Texas, Michigan and Minnesota. Summer production usually accounts for 6 to 7 percent of annual production, and, like the spring crop, is not stored for later sale. It appears that hot weather is pushing the summer crop so that it likely will be well cleared earlier than usual.

#### Less Processing Activity in 1977/78

Another factor influencing prices for the important fall crop relates to processor demand. This crop which accounts for 85 percent of annual output has experienced generally favorable growing weather thus far. If good weather prevails during August as well, this crop could turn out close to the record of last year. However, demand may not be as strong this fall. Stocks of frozen potato products were 18 percent heavier than last year on July 1. The current figure is a record for the date. Any additional processor demand will likely be light. Furthermore, sharply reduced export sales may be expected.

Per capita use of frozen potatoes rose again in 1976, with 14.8 pounds product weight being used.

This compares with 13.9 pounds in 1975 and 11.1 pounds in 1970.

Stock and supply statistics for dehydrated potatoes are not available, but a recent sharp decline in domestic use was probably offset by a comparable gain in export activity during the 1976/77 market season. With sharply less foreign demand for flakes and granules expected this coming season, dehydrators may not be aggressive users of raw product this fall and winter.

Subject to later confirmation from the SRS Potato Utilization Report, trade sources note a moderate increase in potato chip usage the past season. Demand for chips frequently is associated with changing levels of business activity, up in periods of high employment, off during slack times. At the moment, one could conclude that with continued strengthening of the economy the rest of the year, chip use will be well maintained at current levels into early 1978 at least.

With the prospect of slightly fewer potatoes needed for important processing uses, this will tend to weaken the price level of the important fall crop.

#### Export Activity Set a Record in 1976/77

The 1976/77 season will be remembered as the year we sold record quantities of potatoes to Europe. This included not only heavy shipments of flakes and granules but substantial quantities in fresh form from eastern and midwestern produc-

**Potato exports<sup>1</sup>**

Crop year Sep.-Aug.	Dehy- drated	Fresh	Total	Percent of crop
	Mil. cwt.	Mil. cwt.	Mil. cwt.	Mil. cwt.
1973/74 ..	2.3	5.6	7.9	3%
1974/75 ..	1.7	3.6	5.3	2%
1975/76 ..	11.1	10.0	21.1	6%
1976/77 <sup>3</sup> .	14.1	8.2	22.3	—

<sup>1</sup> Fresh weight basis. <sup>2</sup> These data may vary slightly from other USDA reports, since this table is based on a U.S. September through August crop year. <sup>3</sup> September thru May.



tion areas. In addition, a large but unmeasured quantity of frozen products, mostly fries, left our shores.

Exports of old crop table stock were largely completed by the end of March. However, additional exports of new potatoes to Canada from California and the southeastern states during May, June, and July will swell the monthly totals once more.

Dehydrated potato export shipments are expected to remain fairly active through the balance of the market season though less than in recent months. There is still a good chance that total potato exports, raw weight basis for the 1976/77 season will fall within a 26-30 million cwt range, or 7 percent of total production in 1976.

Although export sales of potatoes and potato products in the 1977/78 season will be sharply less, there may have been some Europeans who were sufficiently impressed with the quality of U.S. processed products to order some in 1977/78, now that they know first hand what is available. The Foreign Agricultural Service recently noted that West European Countries were expected to plant 2 percent more (land in) potatoes this year. The favorable weather has increased yields to their predrought average so that 1977 production can be expected to be sharply larger than either 1975 or 1976. Canada reports a 1 percent smaller acreage this year.

#### Current Appraisal of the Fall Market

Fall acreage data will become available with the August Crop Report from SRS, and the first production estimates will be in October. April intentions indicated that growers planned to cut acreage by 4 percent. Recent history of the relationship between intended and harvested acreage shows that harvested acreage typically is 2½ percent less. With a 5 year U.S. average yield of 258 cwt per acre, 282 million cwt. of potatoes would be produced this fall. By itself, this reduced volume would suggest a stronger price for the fourth quarter of 1977, because last year the comparable figure for fall production was 303 million cwt. Of this quantity, 6 million cwt. were quickly removed for export, but this is not expected to be repeated in 1977/78. Exports reduced the "effective" 1976/77 supply to 297 million cwt., 5 percent more than might be expected under the stated assumptions for this season. Applying the tested rule that a 1 percent change in supply pushes prices 3 percent in the opposite direction, the U.S. fourth quarter average price would be 15 percent better than the \$3.03 per cwt. in 1976. This is an approximate measure of course, and it must be tempered also by the prospect of weaker processor demand. Therefore an expected price at this time for 4th quarter of 1977 would likely fall in the \$3.25-\$3.40 range.

## SWEETPOTATOES

The acreage of sweetpotatoes for harvest this year, at 3 percent less than a year earlier, is now pegged at 115,800 acres. In North Carolina, the leading State, no acreage change is expected, but in Louisiana, Texas, and Virginia there are cuts. Elsewhere changes are small. At this time, crop prospects suggest yields lower than average in several southern States where this crop is important. Dry weather has hampered normal growth.

Table 4—Sweetpotatoes: Harvested acreage by States, United States

State and area	1975	1976	Indicated 1977 <sup>1</sup>	1977 as percent-age of 1976
	1,000 acres	1,000 acres	1,000 acres	Percent
New Jersey .....	2.0	2.2	2.3	104
Maryland .....	2.1	1.9	1.9	100
Virginia .....	6.5	6.5	5.6	86
Central Atlantic ..	10.6	10.6	9.8	92
North Carolina ....	31.0	33.0	33.0	100
South Carolina ....	2.3	2.5	2.3	92
Georgia .....	7.5	7.5	7.5	100
Lower Atlantic ..	40.8	43.0	42.8	100
Tennessee .....	3.0	2.9	2.8	96
Alabama .....	5.8	5.5	5.5	100
Mississippi .....	9.5	9.0	9.0	100
Arkansas .....	1.5	1.5	1.6	107
Louisiana .....	30.0	29.0	27.0	93
Texas .....	10.0	10.5	9.5	90
Central .....	59.8	58.4	55.4	95
California .....	7.3	7.6	7.8	103
United States ...	118.5	119.6	115.8	97

<sup>1</sup> Indicated as of June 30.

Data from Acreage, SRS, USDA, June 1977.

Canners' stocks of sweetpotatoes on April 1 were 40 percent smaller than the moderately large supply a year earlier. Trade movement since the first of the year has been very good, offsetting the slow start when the shipping season began last fall. This market condition suggests some moderate increase in canning activity this fall. However, the potential available supply of raw product may limit the amount of increase actually made. Wholesale prices are the same or fractionally higher than a year earlier, and under present circumstances seem likely to remain firm to strong the next few months.



## MUSHROOMS

Mushroom prices to growers ended the spring season on a strong note. Prices for clean cut stock for processing were reported mostly 65-67 cents per pound early in June. This compared with 64 cents the same time a year earlier. Fresh use prices also averaged slightly higher than a year ago, with 68-70 cents the last reported price from the Pennsylvania Department of Agriculture Mushroom Market News. Again, these are record high prices.

For the summer, total supplies will be reduced as usual. These high prices likely will be maintained at the very least, and increases are likely. Price reporting by the Pennsylvania Department of Agriculture will resume in late October.

Imports of canned mushrooms for 11 months of the current shipping season came to 64 million pounds, a record 37 percent more than in the comparable period a year earlier. The 1976/77 production may be higher than the previous record crop, based on intentions reported in August 1976 for a 10 percent increase in area to be devoted to mushroom production. Therefore, total use increased markedly during the July 1976 to June 30, 1977 season.

The International Trade Commission has been directed to compile a new statistical series including the domestic pack, production, and sales of canned mushrooms. On May 31, they reported U.S. canners packed 70.5 million pounds of canned mushrooms during the period July 1, 1976 to March 31, 1977. No comparable data are available for prior years.

## DRY EDIBLE BEANS

Partly a matter of two seasons of low prices and partly the result of dry weather, U.S. acreage for harvest of dry beans this year is only 1.32 million acres. This is a tenth less than 1976. In contrast with earlier intentions, all major States have planted the same or less, with California off 1 percent at this time. In general, the acreage cuts are deepest where pintos are grown—Colorado, Minnesota, North Dakota, Idaho, and Nebraska. Michigan, the leading State featuring navy and kidney beans, has planted only 2 percent less. New York expects to raise the same as last year.

### A Year of Slow Price Recovery

Average bean prices received by growers at the beginning of the current market season were the lowest since the fall of 1972. During the last quarter of 1976, average prices were less than \$15 per cwt. Since that time, they have moved up to the \$17 range. Domestic use has been of a routine character, and export activity has been only moderately heavier than the poor season a year earlier. Exports of dry beans from September through May were 2.9 million cwt. compared with 2.2 in 1975/76. Both these export numbers are low relative to other recent years.

### By Classes—Navy Beans

A 2-percent smaller planted acreage in Michigan suggests slightly less acreage in navy beans this fall, but a return to average yields would imply a

Table 5—Beans, dry edible: Acreage, yield per acre, and production, annual 1975, 1976, and indicated 1977<sup>1</sup>

Group State and classes	Acreage			Production <sup>2</sup>		
	Harvested		For harvest 1977	1975	1976	Indicated 1977
	1975	1976				
	1,000 acres	1,000 acres	1,000 acres	1,000 cwt.	1,000 cwt.	1,000 cwt.
Michigan .....	520	525	515	4,680	4,883	( <sup>5</sup> )
New York .....	47	40	40	531	428	( <sup>5</sup> )
Northwest <sup>3</sup> .....	506	523	412	7,410	7,134	( <sup>5</sup> )
Southwest <sup>4</sup> .....	228	210	171	2,015	1,866	( <sup>5</sup> )
California:						
Large lima .....	24	35	30	408	522	( <sup>5</sup> )
Baby lima .....	20	21	25	416	378	( <sup>5</sup> )
Other .....	110	123	121	1,782	1,900	( <sup>5</sup> )
Total California .....	154	179	176	2,606	2,800	( <sup>5</sup> )
Other States .....	12	8	6	180	105	( <sup>5</sup> )
United States .....	1,467	1,485	1,320	17,422	17,216	( <sup>5</sup> )

<sup>1</sup> Includes beans grown for seed. <sup>2</sup> Cleaned basis. <sup>3</sup> Nebraska, Montana, Idaho, Wyoming, Washington, Minnesota, and North Dakota. <sup>4</sup> Kansas, Colorado, New Mexico, and Utah. <sup>5</sup> Available in August Crop Production.

Data from Acreage, SRS, USDA, June 1977.

moderately larger crop than last year. In the meantime, export sales have been slow, off a third from a year earlier, due in part to the moderate supply and in part to competitive selling by Canada to the United Kingdom. Canadian sales finished up in late May, so there may be the chance of some further U.S. export selling between now and September 1 when the new season begins. As with other classes, prices improved during the past 5 months, moving from \$16.50 per cwt. to \$18.75 in mid July.

### Great Northern

Compared with other major classes, great northern prices and movement have performed well. As with the other classes, low prices in the \$15 per cwt. range prevailed much of the winter. A steady export sale to several European countries helped move prices to the \$23 range by mid July. By late May, prices edged ahead of the corresponding period a year earlier. These sales have made great northern the leading export class thus far this season, as exports in the period September 1976 through May 1977 amounted to 792,645 per cwt., more than double the figure a year earlier. Usually, navy beans are the leading export class. With limited quantities of great northern remaining, some foreign buyers of white beans may be switching to navies the balance of the 1976/77 selling season. The carryover of great northern will be light this September.

### Pintos

With substantial supplies remaining to be sold, prices continue to be depressed, though a gradual improvement has been noted. As these supplies are being gradually worked off, dealer prices f.o.b. Colorado points have been edging upward from a January low of \$13.38 per cwt. to about \$16.62 in mid

July. Export sales have been moderately larger than the light activity which took place a year earlier.

### The Outlook

The price and supply picture for dry beans at this time suggests further price improvement to growers of the major classes. This assumption is based on the 1977 prospective plantings which call for 10 percent less acreage this year. Acreage to be harvested is 11 percent less. In California, where many different classes of beans are grown, the price picture relative to a year earlier will not be typical of the rest of the country. In that State, where limas, blackeyes, and garbanzos are important, and with unusually high prices now prevailing for all these classes, substantial price declines are likely because of larger acreages planted to some of these classes. For example, garbanzos are not likely to continue to bring \$55-60 per cwt., nor is it expected that blackeye peas will continue to be worth \$33-35 this coming fall. But prices for the major U.S. classes may be expected to average generally higher in 1977/78 than has been the situation this season.

## DRY EDIBLE PEAS

Acreage for harvest of dry peas is 165,000 this year, a sharp gain over the previous year when only 125,000 acres were harvested. This reflects the favorable prices of the current season which ends August 31. Both Washington and Idaho planted more, but hot dry weather late in June, plus the lack of a subsoil moisture reserve, have resulted in the poorest yields in years.

Compared with a year earlier, the Pacific Northwest Pea Dealers Association estimates that 12 percent more peas and 18 percent more lentils moved

Table 6—Peas, dry field: Acreage, planted and harvested, annual 1975, 1976, and acreage for harvest 1977<sup>1</sup>

State	Acreage					
	Planted			Harvested		
	1975	1976	1977	1975	1976	For harvest 1977
	1,000 acres	1,000 acres	1,000 acres	1,000 acres	1,000 acres	1,000 acres
Idaho .....	72	50	68	69	48	67
Washington .....	121	80	102	117	77	98
Oregon <sup>2</sup> .....	4	---	---	2	---	---
United States .....	197	130	170	188	125	165

<sup>1</sup> Excludes peas grown for seed. <sup>2</sup> Discontinued after 1975.

through domestic market channels between September 1, 1976 and June 1, 1977.

In sharp contrast to dry beans, export activity has been relatively good considering the supply available for 1976/77. Total export movement of peas was 1.6 million cwt. between last September and June 1, 1 percent less than in the same period a year earlier. On the other hand, a reduced supply of lentils held exports to 616,000 cwt., 27 percent below a year earlier for the same period. This favorable rate of disappearance has kept prices on a firm to strong basis most of the season. The SRS monthly average farm price for peas has ranged between \$10.20 and \$12.30 per cwt. since last September. This compares with the distress prices of \$6.50 to \$8.00 the previous season. Dealer prices for green peas largely reflected the SRS pattern with late June levels at \$11.30 per cwt. Yellows and blacks were moderately higher. The short lentil

supply is reflected in the current price of \$23, with a season high of \$27 in the past winter. Except for post-harvest 1975, lentil prices in recent years have been very favorable to growers, with some market expansion and increased use taking place, much of it in the domestic market. A trade source noted that a record 118,000 acres of lentils were planted this year, but yields one-third to half normal may be expected now.

With increased domestic use, plus a relatively good export demand, the estimated carryover at the end of August will be on the low side. This alone would set the stage for firm prices in the coming season, but now with sharply reduced yields a certainty, there will not be sufficient quantity to maintain export volume in 1977/78. Very high prices for this limited supply may be expected. At this time, several dealers have withdrawn from the market.



**Table 7—Commercially produced vegetables: Civilian per capita consumption, averages 1947-49, 1957-59, and 1965 to date**

Period	Fresh equivalent					As percentage of annual total			
	Total fresh and processed	Fresh <sup>1</sup>	Processed <sup>2</sup>			Fresh	Processed		
			Total	Canned	Frozen		Total	Canned	Frozen
	Pounds	Pounds	Pounds	Pounds	Pounds	Percent	Percent	Percent	Percent
1947-49 .....	199.7	120.5	79.2	72.6	6.6	60.3	39.7	36.4	3.3
1957-59 .....	199.7	104.1	95.6	81.1	14.5	52.1	47.9	40.6	7.3
Year									
1965 .....	201.0	98.3	102.7	85.3	17.4	48.9	51.1	42.4	8.7
1966 .....	201.5	95.9	105.6	86.7	18.9	47.6	52.4	43.0	9.4
1967 .....	209.4	98.2	111.2	91.3	19.9	46.9	53.1	43.6	9.5
1968 .....	214.9	101.2	113.7	92.7	21.0	47.1	52.9	43.1	9.8
1969 .....	212.1	97.9	114.2	94.9	19.3	46.2	53.8	44.7	9.1
1970 .....	213.1	98.5	114.6	94.0	20.6	46.2	53.8	44.1	9.7
1971 .....	213.0	99.2	113.8	93.6	20.2	46.6	53.4	43.9	9.5
1972 .....	215.0	98.3	116.7	96.3	20.4	45.7	54.3	44.8	9.5
1973 .....	223.7	100.2	123.5	101.6	21.9	44.8	55.2	45.4	9.8
1974 .....	222.9	101.1	121.8	100.9	20.9	45.4	54.6	45.3	9.3
1975 .....	223.2	101.6	121.6	101.8	19.8	45.5	54.5	45.6	8.9
1976 <sup>3</sup> .....	225.3	102.4	122.9	102.4	20.5	45.5	54.5	45.5	9.0

<sup>1</sup> Includes dehydrated onions and excludes melons. <sup>2</sup> Data includes pickles and sauerkraut in bulk; excludes canned and frozen potatoes, canned sweetpotatoes, canned baby foods and canned soups. <sup>3</sup> Preliminary.

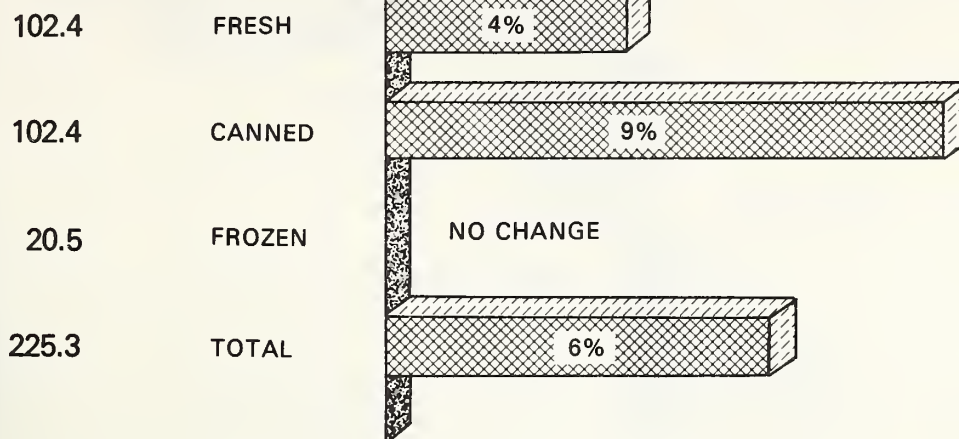
**Table 8—Potatoes, sweetpotatoes, dry edible beans, and dry field peas: Per capita consumption, primary distribution weight, averages 1947-49, 1957-59 and annual 1965 to date<sup>1</sup>**

Period	Potatoes <sup>2</sup>	Sweet-potatoes <sup>3</sup>	Dry edible beans <sup>4</sup>	Dry field peas <sup>5</sup>
	Pounds	Pounds	Pounds	Pounds
1947-49 .....	114	13.0	6.7	0.6
1957-59 .....	107	8.3	7.7	.6
Year				
1965 .....	108	6.2	6.6	.4
1966 .....	118	6.3	6.3	.4
1967 .....	108	5.8	6.9	.2
1968 .....	115	5.7	6.4	.3
1969 .....	117	5.7	6.9	.3
1970 .....	118	5.6	5.9	.3
1971 .....	119	4.9	5.9	.3
1972 .....	119	5.1	6.4	.3
1973 .....	117	5.1	6.5	.5
1974 .....	114	5.3	6.7	.4
1975 .....	122	5.5	6.6	.4
1976 <sup>6</sup> .....	115	5.5	6.3	.3

<sup>1</sup> Civilian consumption only. <sup>2</sup> Farm weight basis, calendar years. Includes farm garden produce but not nonfarm. Includes table-stock and processed potatoes. <sup>3</sup> Includes canned sweetpotatoes. <sup>4</sup> Cleaned basis, calendar years. <sup>5</sup> Cleaned basis, crop years beginning approximately September of year indicated. <sup>6</sup> Preliminary.

## CHANGES IN VEGETABLE CONSUMPTION PER CAPITA BETWEEN 1970 AND 1976 \*

TOTAL LB. 1976



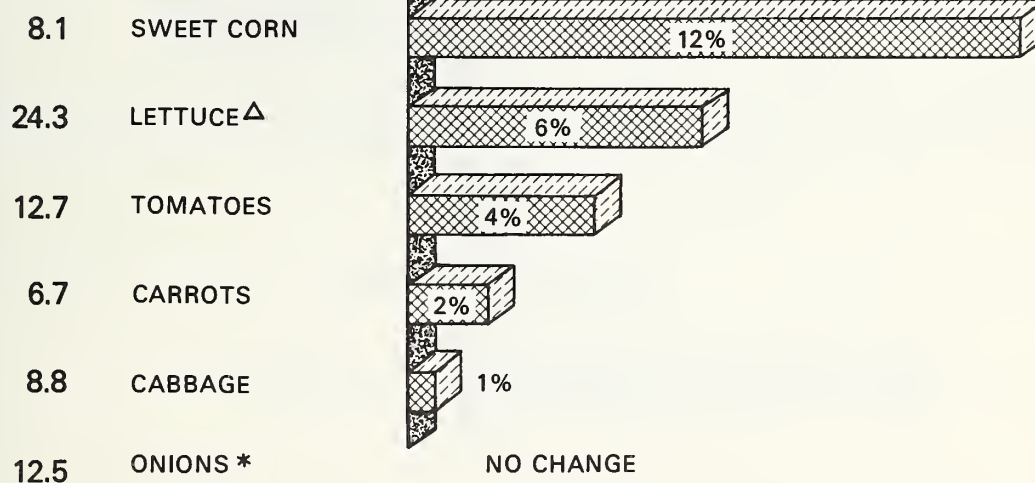
\* FRESH WEIGHT BASIS; EXCLUDES POTATOES, SWEET POTATOES AND MELONS. DEHYDRATED ONIONS INCLUDED IN FRESH.

USDA

NEG. ERS 634-77 (7)

## CHANGES IN FRESH VEGETABLE CONSUMPTION PER CAPITA BETWEEN 1970 AND 1976

TOTAL LB. 1976



$\Delta$  INCLUDES ESCAROLE.

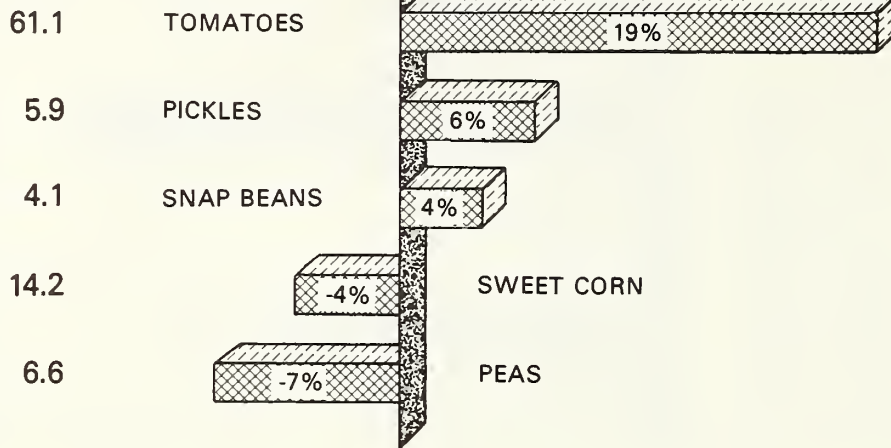
\* INCLUDES ABOUT 2 LB. OF DEHYDRATED ONIONS.

USDA

NEG. ERS 8866-77 (7)

## CHANGES IN CANNED VEGETABLE CONSUMPTION PER CAPITA BETWEEN 1970 AND 1976 \*

TOTAL LB. 1976



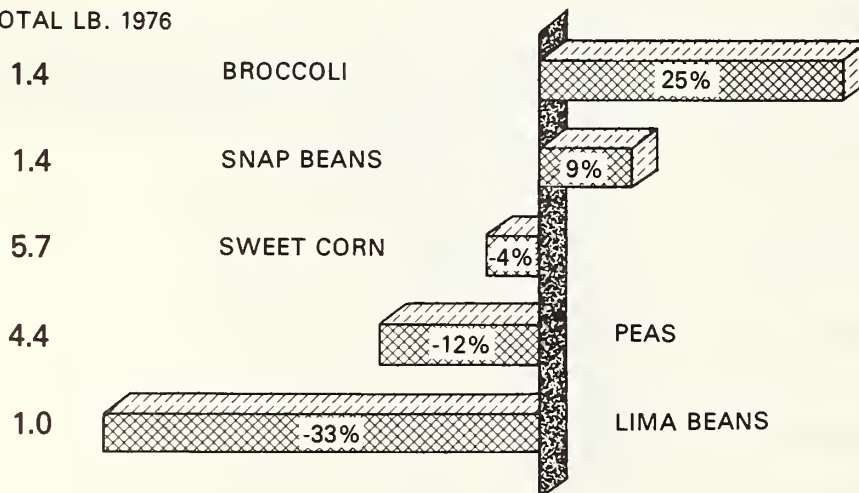
\* FRESH WEIGHT BASIS.

USDA

NEG. ERS 8875-77 (7)

## CHANGES IN FROZEN VEGETABLE CONSUMPTION PER CAPITA BETWEEN 1970 and 1976\*

TOTAL LB. 1976



\* FRESH WEIGHT EQUIVALENT.

USDA

NEG. ERS 8874-77 (7)



Table 9—Civilian per capita consumption of selected commercially produced fresh and processed vegetables<sup>1</sup>  
United States, calendar years 1965-76

Commodity	Fresh equivalent basis											
	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976 <sup>2</sup>
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Asparagus												
Fresh .....	.60	.40	.40	.50	.40	.50	.50	.50	.50	.40	.40	.40
Canned .....	.90	.83	.80	.87	.83	.81	.73	.70	.84	.62	.64	.67
Frozen .....	.28	.30	.32	.30	.28	.28	.24	.19	.21	.19	.17	.20
Beans, lima <sup>3</sup>												
Fresh .....	.30	.30	.30	---	---	---	---	---	---	---	---	---
Canned .....	.43	.31	.43	.46	.52	.54	.50	.44	.44	.42	.37	.41
Frozen .....	1.45	1.47	1.53	1.56	1.33	1.50	1.35	1.45	1.46	1.32	1.14	1.00
Beans, snap												
Fresh .....	2.00	1.90	2.00	1.90	1.80	1.70	1.60	1.70	1.60	1.50	1.60	1.60
Canned .....	3.31	3.50	3.54	3.76	3.91	3.98	4.01	3.99	4.03	4.06	3.84	4.13
Frozen .....	1.07	1.24	1.07	1.18	1.14	1.24	1.22	1.26	1.34	1.27	1.04	1.35
Broccoli												
Fresh .....	.30	.30	.30	.40	.30	.40	.40	.40	.50	.60	.90	1.10
Frozen .....	.90	.95	1.03	1.05	1.11	1.10	1.19	1.32	1.41	1.38	1.27	1.38
Cabbage												
Fresh .....	8.90	8.90	9.10	9.30	9.00	8.70	9.20	8.80	8.90	9.00	9.20	8.80
Canned <sup>4</sup> .....	2.23	2.21	2.23	2.56	2.30	2.37	2.47	2.19	2.19	2.40	2.10	2.24
Corn <sup>5</sup>												
Fresh .....	8.10	7.40	8.00	7.80	7.20	7.20	7.50	7.80	7.80	7.40	7.70	8.10
Canned .....	13.54	12.95	13.22	14.19	15.08	14.66	15.18	15.98	15.79	14.84	12.58	14.15
Frozen .....	4.19	4.64	5.93	5.87	5.35	5.96	5.41	5.41	5.88	5.78	5.69	5.70
Cucumbers												
Fresh .....	3.10	3.00	3.10	2.90	3.10	3.20	3.10	3.10	3.10	3.30	3.20	3.40
Canned <sup>6</sup> .....	4.62	4.95	5.42	5.74	5.76	5.50	5.65	5.83	5.93	5.80	5.83	5.86
Peas, green <sup>3</sup>												
Fresh .....	.20	.20	.10	---	---	---	---	---	---	---	---	---
Canned .....	7.44	7.58	7.39	7.56	7.49	7.06	6.86	6.87	7.71	6.35	6.26	6.57
Frozen .....	5.40	5.58	5.10	5.66	4.86	5.04	4.92	4.92	4.80	4.74	4.64	4.42
Spinach												
Fresh .....	.60	.60	.60	.60	.40	.30	.50	.50	.50	.40	.40	.60
Canned .....	.64	.55	.57	.65	.47	.62	.58	.65	.73	.69	.49	.47
Frozen .....	.89	.98	1.00	1.00	.96	.97	1.04	1.03	.96	1.13	.93	1.02
Tomatoes												
Fresh .....	12.00	12.40	12.40	11.90	11.70	12.20	11.40	11.90	12.50	11.80	12.10	12.70
Canned <sup>7</sup> .....	45.91	47.59	51.00	50.42	51.30	51.30	50.39	51.96	56.17	57.84	62.37	61.06

<sup>1</sup> Data for processed vegetables excludes quantities consumed in commercially produced soups, and baby foods and in canned wholesale mixtures such as peas and carrots and succotash. <sup>2</sup> Preliminary. <sup>3</sup> "In pod" basis. <sup>4</sup> Sauerkraut, canned and bulk. <sup>5</sup> On-cob basis. <sup>6</sup> Pickles, canned and bulk. <sup>7</sup> Including canned whole tomatoes and tomato products other than soup.

Table 10—Fresh vegetables and melons, commercial: Per capita consumption, farm weight, averages 1947-49, 1957-59, and 1965 to date<sup>1</sup>

Period	Vegetables													
	Leafy, green and yellow													
	Toma- toes	Arti- chokes	Aspar- agus	Lima beans (un- shelled)	Snap beans	Broc- coli	Brussels sprouts	Cabbage	Carrots	Kale	Lettuce and escarole	Green peas (un- shelled)	Peppers	Spinach
Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1947-49	13.8	.2	1.0	.6	4.1	.9	.2	16.1	8.8	.2	18.6	.9	2.1	1.9
1957-59	12.4	.2	.8	.3	2.7	.4	.1	10.6	7.3	.2	20.3	.3	2.2	1.0
Year	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976 <sup>4</sup>	Minor	Total
1965	12.0	.3	.6	.3	2.0	.3	.1	8.9	7.0	.1	21.7	.2	2.3	.6
1966	12.4	.3	.4	.3	1.9	.3	( <sup>2</sup> )	8.9	6.4	.1	21.6	.2	2.4	.6
1967	12.4	.4	.4	.3	2.0	.3	.1	9.1	6.5	.1	22.1	.1	2.6	.6
1968	11.9	.3	.5	( <sup>3</sup> )	1.9	.4	( <sup>2</sup> )	9.3	7.5	( <sup>3</sup> )	22.5	( <sup>3</sup> )	2.8	.6
1969	11.7	.3	.4	( <sup>3</sup> )	1.8	.3	( <sup>2</sup> )	9.0	6.8	( <sup>3</sup> )	22.1	( <sup>3</sup> )	2.6	.4
1970	12.2	.3	.5	( <sup>3</sup> )	1.7	.4	( <sup>2</sup> )	8.7	6.6	( <sup>3</sup> )	22.9	( <sup>3</sup> )	2.4	.3
1971	11.4	.4	.5	( <sup>3</sup> )	1.6	.4	( <sup>2</sup> )	9.2	7.2	( <sup>3</sup> )	23.2	( <sup>3</sup> )	2.6	.5
1972	11.9	.3	.5	( <sup>3</sup> )	1.7	.4	( <sup>2</sup> )	8.8	6.5	( <sup>3</sup> )	23.2	( <sup>3</sup> )	2.6	.5
1973	12.6	.3	.5	( <sup>3</sup> )	1.6	.5	( <sup>2</sup> )	8.9	6.7	( <sup>3</sup> )	23.9	( <sup>3</sup> )	2.8	.5
1974	11.8	.3	.4	( <sup>3</sup> )	1.5	.6	( <sup>2</sup> )	9.0	7.2	( <sup>3</sup> )	23.6	( <sup>3</sup> )	2.8	.4
1975	12.1	.3	.4	( <sup>3</sup> )	1.6	.9	( <sup>2</sup> )	9.2	6.6	( <sup>3</sup> )	24.5	( <sup>3</sup> )	3.1	.4
1976 <sup>4</sup>	12.7	.4	.4	( <sup>3</sup> )	1.6	1.1	( <sup>2</sup> )	8.8	6.7	( <sup>3</sup> )	24.3	( <sup>3</sup> )	3.3	.6
Period	Vegetables													
	Other													
	Beets	Cauli- flower <sup>5</sup>	Celery	Corn	Cucum- bers	Egg plant	Garlic	Onions and shal- lots <sup>6, 7</sup>	Minor	Total	Total vege- tables	Water- melons	Canta- loup	Total melons
Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1947-49	1.3	3.3	8.2	8.0	2.6	.4	.2	12.0	8.8	44.8	120.5	17.8	9.6	27.4
1957-59	.7	1.3	8.0	8.3	2.8	.4	.3	11.7	6.6	40.1	104.1	16.9	8.2	25.1
Year	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976 <sup>4</sup>	Minor	Total
1965	.5	1.0	6.7	8.1	3.1	.4	.4	11.4	5.7	37.3	98.3	15.7	7.9	23.6
1966	.4	1.0	6.9	7.4	3.0	.4	.3	11.5	5.2	36.1	95.9	14.8	7.3	22.1
1967	.4	1.0	6.8	8.0	3.1	.4	.4	12.1	5.4	37.6	98.2	14.2	8.1	22.3
1968	( <sup>3</sup> )	1.0	7.2	7.8	2.9	.4	.5	11.9	6.3	38.0	101.2	14.4	8.6	23.0
1969	( <sup>3</sup> )	.9	7.2	7.2	3.1	.4	.5	12.4	6.1	37.8	97.9	13.7	9.0	22.7
1970	( <sup>3</sup> )	.8	7.1	7.2	3.2	.4	.5	12.4	6.0	37.6	98.5	14.4	8.9	23.3
1971	( <sup>3</sup> )	.8	7.3	7.5	3.1	.4	.3	9.8	5.8	35.0	96.7	14.1	8.5	22.6
1972	( <sup>3</sup> )	.8	7.2	7.8	3.1	.5	.4	9.8	5.7	35.3	96.3	13.2	8.7	21.9
1973	( <sup>3</sup> )	.8	7.6	7.8	3.1	.6	.5	9.2	5.8	35.4	97.8	13.8	7.9	21.7
1974	( <sup>3</sup> )	.8	7.2	7.4	3.3	.5	.7	10.8	5.8	36.5	98.3	12.0	7.0	19.0
1975	( <sup>3</sup> )	.9	7.0	7.7	3.2	.6	.8	9.6	5.6	35.4	98.6	12.4	6.9	19.3
1976 <sup>4</sup>	( <sup>3</sup> )	1.0	7.5	8.1	3.4	.7	.5	10.3	5.3	36.8	100.2	13.6	7.0	20.6

<sup>1</sup> Excludes quantities produced in home gardens. <sup>2</sup> Less than 0.05 pound. <sup>3</sup> Included in minor vegetables. <sup>4</sup> Preliminary. <sup>5</sup> Close trim basis since 1954; slight trim basis in prior years. <sup>6</sup> Includes 0.1 pound of shallots each year through 1958; 1959 through 1967 less than 0.05 pound; since 1968, included in minor vegetables. <sup>7</sup> Excludes dehydrated onions beginning 1971.

Table 11—Canned vegetables: Per capita consumption, processed weight, averages 1947-49, 1957-59 and annual 1965 to date<sup>1</sup>

Period	Leafy, green and yellow vegetables						Tomato products						Other vegetables							
	Aspar- agus	Lima beans	Snap beans	Carrots	Peas	Pump- kin and squash	Spin- ach	Whole toma- toes	Catsup and chili- sauce	Paste and sauce	Pulp and puree	Toma- to and other vege- table juices <sup>2</sup>	Beets	Corn	Pickles	Sauer- kraut	Sweet- pota- toes	Other <sup>3</sup>	Total	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1947-49 ..	.6	.4	2.8	.4	5.7	.6	1.1	4.3	2.5	2.4	.9	4.2	1.1	5.2	3.3	1.8	.4	1.4	39.1	
1957-59 ..	.8	.4	4.1	.5	4.8	.6	1.0	4.6	3.5	3.4	.7	5.0	1.4	5.3	4.5	1.6	1.0	1.6	44.8	
Year																				
1965 ...	.8	.3	4.8	.6	4.1	.5	.8	4.5	5.0	<sup>4</sup> 3.9	.8	4.7	1.4	5.5	6.2	1.4	1.3	2.1	48.7	
1966 ...	.7	.2	5.1	.7	4.2	.5	.7	4.6	4.8	<sup>4</sup> 4.2	1.0	4.4	1.4	5.2	6.6	1.4	1.2	2.1	49.0	
1967 ...	.7	.4	5.1	.7	4.1	.5	.7	4.6	4.7	<sup>4</sup> 5.0	1.0	4.2	1.4	5.4	7.3	1.4	1.1	2.3	50.6	
1968 ...	.7	.3	5.5	.6	4.2	.6	.8	4.9	<sup>5</sup> 9.8	1.1	1.1	4.0	1.3	5.8	7.7	1.6	1.3	2.1	52.3	
1969 ...	.7	.4	5.7	.6	4.1	.5	.6	4.9	<sup>5</sup> 10.1	1.0	1.0	4.1	1.5	6.1	7.7	1.4	1.5	2.8	53.7	
1970 ...	.7	.4	5.8	.6	3.9	.5	.8	4.8	<sup>5</sup> 10.1	1.0	1.0	4.1	1.5	5.9	7.4	1.5	1.2	2.7	52.9	
1971 ...	.6	.4	5.9	.6	3.8	.5	.7	4.9	<sup>5</sup> 9.9	1.0	1.0	3.9	1.4	6.2	7.6	1.6	1.2	4.1	54.3	
1972 ...	.6	.3	5.8	.8	3.8	.6	.8	5.1	<sup>5</sup> 10.2	1.1	1.1	3.7	1.5	6.5	7.8	1.4	1.1	4.1	55.2	
1973 ...	.7	.3	5.9	.6	4.3	.6	.9	5.8	<sup>5</sup> 11.3	1.1	1.1	3.3	1.3	6.4	8.0	1.4	1.3	4.5	57.7	
1974 ...	.5	.3	5.9	.6	3.5	.6	.9	5.0	<sup>5</sup> 12.0	1.2	1.2	3.6	1.3	6.0	7.8	1.5	1.5	4.7	56.9	
1975 ...	.5	.3	5.6	.6	3.4	.6	.6	4.9	<sup>5</sup> 13.5	1.1	1.1	3.6	1.3	5.1	7.8	1.3	.9	4.0	55.1	
1976 <sup>4</sup> ...	.6	.3	6.0	.5	3.6	.5	.6	5.2	<sup>5</sup> 13.3	1.1	1.1	2.8	1.4	5.7	7.9	1.4	.9	3.3	55.1	

<sup>1</sup> Excludes soups and baby food. Civilian consumption only. <sup>2</sup> Based on information available for 1944-46, tomato juice comprises approximately 85 percent of the total, combination vegetable juices 13 percent, and other vegetable juices 2 percent. Combination vegetable juice contains approximately 70 percent or more tomato juice. <sup>3</sup> Includes miscellaneous greens, pimientos, potatoes, mixed vegetables, and all items, especially in earlier years, for which no separate data are available. <sup>4</sup> Estimated. <sup>5</sup> Estimate combines paste, sauce, catsup and chili sauce. <sup>6</sup> Preliminary.



Table 12—Vegetables, frozen: Per capita consumption, processed weight, averages 1947-49, 1957-59 and annual 1965 to date<sup>1</sup>

Period	Leafy, green and yellow vegetables											Other vegetables					Potato pro- ducts	Total <sup>3</sup>	
	Aspara- gus	Snap beans	Lima beans	Carrots	Peas	Peas and carrots	Pump- kin and squash	Broc- coli	Brus- sels sprouts	South- ern greens	Spinach	Other <sup>2</sup>	Cauli- flower	Corn cut- basis	Succo- tash	Onions	Rhu- barb		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds		Pounds
1947-49 .....	.13	.28	.42	.07	.82	.05	.05	.16	.08	( <sup>4</sup> )	.27	.10	.08	.23	.04	( <sup>4</sup> )	( <sup>4</sup> )	.04	2.86
1957-59 .....	.17	.77	.71	.26	1.61	.12	.10	.55	.19	( <sup>4</sup> )	.57	.61	.17	.65	.06	( <sup>4</sup> )	( <sup>4</sup> )	.03	8.13
Year																			
1965 .....	.15	.91	.69	.51	1.98	( <sup>4</sup> )	.07	.68	.22	( <sup>4</sup> )	.62	.89	.20	1.13	( <sup>4</sup> )	( <sup>4</sup> )	( <sup>4</sup> )	.03	5.72
1966 .....	.16	1.06	.70	.55	2.05	( <sup>4</sup> )	.10	.71	.20	( <sup>4</sup> )	.68	1.08	.25	1.26	( <sup>4</sup> )	( <sup>4</sup> )	( <sup>4</sup> )	.03	6.93
1967 .....	.17	.90	.73	.66	1.88	( <sup>4</sup> )	.10	.77	.20	( <sup>4</sup> )	.70	1.07	.25	1.60	( <sup>4</sup> )	( <sup>4</sup> )	( <sup>4</sup> )	.03	7.58
1968 .....	.16	1.00	.74	.73	2.08	( <sup>4</sup> )	.12	.79	.18	( <sup>4</sup> )	.70	1.12	.26	1.59	( <sup>4</sup> )	.16	.03	8.50	18.16
1969 .....	.15	.97	.63	.72	1.78	( <sup>4</sup> )	.13	.84	.23	( <sup>4</sup> )	.67	1.02	.30	1.44	( <sup>4</sup> )	.18	.04	9.84	18.94
1970 .....	.14	1.05	.71	.76	1.86	( <sup>4</sup> )	.13	.83	.22	( <sup>4</sup> )	.68	1.07	.30	1.61	( <sup>4</sup> )	.25	.04	11.10	20.75
1971 .....	.12	1.04	.64	.74	1.81	( <sup>4</sup> )	.14	.90	.22	( <sup>4</sup> )	.73	1.18	.35	1.47	( <sup>4</sup> )	.34	.04	12.12	21.84
1972 .....	.10	1.07	.69	.81	1.81	( <sup>4</sup> )	.10	.99	.20	( <sup>4</sup> )	.72	1.12	.35	1.46	( <sup>4</sup> )	.51	.04	12.25	22.22
1973 .....	.11	1.14	.69	.99	1.76	( <sup>4</sup> )	.16	1.06	.23	( <sup>4</sup> )	.67	1.32	.37	1.60	( <sup>4</sup> )	.53	.06	13.27	23.96
1974 .....	.10	1.07	.63	1.00	1.74	( <sup>4</sup> )	.10	1.04	.26	( <sup>4</sup> )	.78	.96	.41	1.56	( <sup>4</sup> )	.49	.06	13.21	23.41
1975 .....	.09	.88	.55	.89	1.71	( <sup>4</sup> )	( <sup>4</sup> )	.95	.23	.34	.65	.89	.35	1.53	( <sup>4</sup> )	.59	( <sup>4</sup> )	13.89	23.54
1976 <sup>s</sup> .....	.11	1.14	.47	.92	1.63	( <sup>4</sup> )	( <sup>4</sup> )	1.04	.25	.25	.71	1.12	.39	1.54	( <sup>4</sup> )	.66	( <sup>4</sup> )	14.76	24.99

<sup>1</sup> Civilian consumption only. <sup>2</sup> Included with leafy, green, and yellow because most items included are considered to be green. <sup>3</sup> Computed from unrounded data. <sup>4</sup> Included with "other". <sup>5</sup> Preliminary.

**Table 13—Vegetables, fresh: Representative prices for stock of generally good quality and condition (U.S. No. 1 when available), New York, Chicago, and shipping point, indicated periods, 1976 and 1977**

Market and commodity	State of origin	Unit	Tuesday					
			1976			1977		
			May 11	June 15	July 13	May 10	June 14	July 12
			<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
<b>New York:</b>								
Beans, snap, green	New Jersey	Bu. basket . . . . .	--	4.75	10.00	--	--	4.75
Broccoli	California	14-bchs., crt. & ctn. . . . .	5.25	5.75	5.75	6.00	4.75	6.00
Cabbage								
Domestic, round type	New Jersey	Various used crates . . . . .	--	2.75	2.25	--	--	2.75
Cantaloups	California	36's jumbo crt. . . . .	--	21.00	17.00	--	17.00	17.00
Carrots, topped, washed	California	48-1 lb. film bag ctn. . . . .	6.25	9.75	7.00	9.00	8.00	7.50
Cauliflower	California	Carton 12's . . . . .	8.00	9.00	8.25	8.50	--	12.00
Celery								
Pascal	California	2-3 doz., crt. . . . .	10.00	7.50	8.00	11.00	6.50	10.00
Lettuce, Iceberg	California	2 doz., ctn. . . . .	6.25	5.75	7.75	6.25	6.00	7.75
Spinach, Savoy	New Jersey	Bu. basket . . . . .	3.00	3.25	--	3.50	--	--
Tomatoes	Ohio	8 lb. bskt., med. . . . .	3.25	4.75	--	--	3.75	4.50
<b>Chicago:</b>								
Broccoli	California	14's crt. & ctn. . . . .	5.00	6.00	6.00	6.90	5.50	6.00
Cabbage								
Domestic, round type	Illinois	Various used crates . . . . .	--	--	2.25	--	--	2.35
Cantaloups	California	36's jumbo crt. . . . .	--	16.50	16.00	--	--	17.50
Carrots, topped, washed	California	48-1 lb. film bag, ctn. . . . .	6.00	8.00	7.50	8.25	7.75	7.25
Cauliflower	California	Film wrpd., ctns, 12's . . . . .	8.00	8.00	7.25	7.35	9.00	--
Celery								
Pascal	California	2-3 doz., crt. . . . .	9.00	7.25	8.00	9.70	7.75	9.00
Pascal	Michigan	2-4 doz., crt. . . . .	--	--	7.00	--	--	--
Cucumbers	Illinois	Bu. basket . . . . .	--	--	7.75	--	--	11.65
Honeydews	California	2/3-flat crt. 5-8's . . . . .	--	--	6.50	--	--	5.50
Lettuce, Iceberg	California	2 doz. heads, ctn. . . . .	5.75	5.75	7.25	6.25	5.25	7.25
Spinach, flat type	Illinois	Bu. basket . . . . .	--	--	7.50	--	--	5.00
Tomatoes	Illinois	10-lb. basket, med-lge. . . . .	--	4.00	2.00	--	--	3.65
			Week ended					
			1976			1977		
			May 15	June 12	July 10	May 14	June 11	July 9
			<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
<b>Shipping point:</b>								
Onions, medium	Texas	50 lb. sack Grano . . . . .	2.60	2.50	--	--	4.15	4.00
Onions, medium	California	50 lb. sack Grano . . . . .	2.83	2.40	1.99	2.83	3.63	3.48
<b>Watermelons</b>	Florida	25 lb. av. and larger per cwt. . . . .	4.11	2.82	2.66	6.30	2.80	2.75

Source: Market News Report, AMS, USDA.

Table 14—Fresh Vegetables: Retail price, marketing margin, and grower and packer return per unit, sold in New York City, indicated months, 1976 and 1977

Commodity, month, and retail unit	Retail price	Marketing margin		Grower and packer return (Fob shipping point prices <sup>1 2</sup> )	
		Absolute	Percentage of retail price	Absolute	Percentage of retail price
	<i>Cents</i>	<i>Cents</i>	<i>Percent</i>	<i>Cents</i>	<i>Percent</i>
Carrots (lb.)					
April 1977 .....	37.5	24.1	64	13.4	36
March 1977 .....	38.3	24.1	63	14.2	37
April 1976 .....	26.6	19.5	73	7.1	27
Celery (lb.)					
April 1977 .....	35.9	25.6	71	10.3	29
March 1977 .....	46.0	33.2	72	12.8	28
April 1976 .....	25.6	20.0	78	5.6	22
Corn sweet (doz. ears)					
April 1977 .....	NA	NA	NA	137.3	NA
March 1977 .....	NA	NA	NA	155.6	NA
April 1976 .....	237.6	146.1	61	91.5	39
Cucumbers (lb.)					
April 1977 .....	58.2	39.8	68	18.4	32
March 1977 .....	49.1	18.2	37	30.9	63
April 1976 .....	39.7	21.0	53	18.7	43
Lettuce (head)					
April 1977 .....	53.6	42.4	79	11.2	21
March 1977 .....	46.8	36.5	78	10.3	22
April 1976 .....	42.3	31.1	74	11.2	26
Onions, dry yellow (lb.)					
April 1977 .....	43.6	21.8	50	21.8	50
March 1977 .....	34.9	18.1	52	16.8	48
April 1976 .....	24.5	14.4	59	10.1	41
Peppers, green (lb.)					
April 1977 .....	122.0	66.9	55	55.1	45
March 1977 .....	93.6	36.8	39	56.8	61
April 1976 .....	85.2	12.8	15	72.4	85
Tomatoes, vine-ripe (lb.)					
April 1977 .....	95.7	37.5	39	58.2	61
March 1977 .....	82.4	48.6	59	33.8	41
April 1976 .....	76.9	32.0	42	44.9	58

<sup>1</sup> For quantity of product equivalent to retail unit sold to consumers; because of waste and spoilage during marketing, equivalent quantity exceeds retail unit. <sup>2</sup> Production areas: Carrots-CALIFORNIA, Celery-CALIFORNIA, Corn-FLORIDA, Cucumbers-FLORIDA, Arizona (Mar '77), Lettuce-CALIFORNIA, Onions-TEXAS, Peppers-FLORIDA, Tomatoes-FLORIDA.



Table 15—Fresh vegetables: Representative truck rates for selected fresh vegetables, Jan.-June 1976-77<sup>1</sup>

Commodity, area and city	1976						1977					
	Jan.	Feb.	Mar.	Apr.	May	June	Jan.	Feb.	Mar.	Apr.	May	June
<i>Dollars per package</i>												
Cabbage (wirebound crate)												
Southern Florida To:												
Atlanta .....	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.40	1.40
Chicago .....	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.90	1.90
New York City .....	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.90	1.90
Rio Grande Valley, Tex. To:												
Chicago .....	1.45	1.45	1.45	1.45	1.45	1.45	NA	NA	NA	NA	NA	NA
New York City .....	2.30	2.30	2.30	2.30	2.30	2.30	NA	NA	NA	NA	NA	NA
Carrots (48/1 lb. film)												
Imperial Valley, Calif. To:												
Chicago .....	2.15	2.15	2.30	2.77	--	--	2.30	2.92	2.46	2.92	--	--
New York City .....	2.92	2.92	3.07	3.54	--	--	3.07	3.69	3.23	3.69	--	--
Seattle .....	1.31	1.30	1.38	1.54	--	--	1.38	1.69	1.54	1.69	--	--
Rio Grande Valley, Tex. To:												
Chicago .....	1.35	1.35	1.35	1.35	1.35	1.35	NA	NA	NA	NA	NA	NA
New York City .....	2.15	2.15	2.15	2.15	2.15	2.15	NA	NA	NA	NA	NA	NA
Celery (wirebound crate)												
Southern California To:												
Chicago .....	2.18	2.18	2.25	2.25	2.40	2.75	2.20	2.70	2.55	2.60	2.65	2.90
New York City .....	2.85	2.85	2.88	2.88	3.12	3.75	2.90	4.40	3.48	3.88	3.88	4.12
Southern Florida To:												
Atlanta .....	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.40	1.40
Chicago .....	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.90	1.90
New York City .....	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.65	1.90	1.90
Corn (wirebound crate)												
Southern Florida To:												
Chicago .....	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.55	1.55
Los Angeles .....	1.90	1.90	1.90	1.90	1.90	1.90	1.90	1.90	1.90	1.90	2.00	2.00
New York City .....	1.35	1.35	1.35	1.35	1.35	1.35	1.35	1.35	1.35	1.35	1.45	1.45
Lettuce (24 head ctn)												
Imperial Valley, Calif. To:												
Atlanta .....	1.88	1.88	2.00	2.37	--	--	2.00	2.50	1.75	2.50	--	--
Chicago .....	1.75	1.75	1.87	2.25	--	--	1.87	2.37	2.00	2.37	--	--
New York City .....	2.38	2.37	2.50	2.88	--	--	2.50	3.00	2.63	3.00	--	--
Onions, dry (50-lb. sack)												
Western and Central New York To:												
Boston .....	.50	.50	.50	.50	--	--	.55	.55	.55	.55	--	--
New York City .....	.45	.45	.45	.45	--	--	.55	.55	.55	.55	--	--
Potatoes (100-lb. sack)												
Idaho Fall, Idaho To:												
Atlanta .....	3.25	3.25	3.25	3.25	--	--	3.38	3.38	3.38	3.38	--	--
Chicago .....	3.45	2.45	2.45	2.40	--	--	2.55	2.55	2.55	2.55	--	--
Los Angeles .....	1.30	1.30	1.25	1.25	--	--	1.25	1.28	1.28	1.28	--	--
New York City .....	4.00	4.00	4.00	4.00	--	--	4.25	4.25	4.25	4.25	--	--
Yakima, Wash. To:												
Atlanta .....	3.75	3.50	3.50	3.75	--	--	4.05	4.00	3.88	3.92	--	--
Chicago .....	3.00	3.00	3.00	3.00	--	--	3.40	3.50	3.62	3.62	--	--
Los Angeles .....	1.50	1.50	1.50	1.50	--	--	1.50	1.55	1.60	1.45	--	--
New York City .....	5.00	4.75	4.75	4.50	--	--	5.25	5.12	5.08	5.25	--	--
Presque Isle, Maine To:												
Boston .....	.90	.90	.90	.90	.90	.90	.90	1.00	1.00	1.00	1.00	1.00
New York City .....	1.40	1.40	1.40	1.40	1.40	1.40	1.30	1.40	1.40	1.40	1.40	1.40
Western and Central New York To:												
Atlanta .....	1.28	1.22	1.22	1.22	1.22	--	1.45	1.45	1.45	1.45	1.45	--
Boston .....	1.00	1.00	1.00	1.00	1.00	--	1.10	1.10	1.10	1.10	1.10	--
New York .....	.90	.90	.95	.95	.95	--	1.05	1.05	1.05	1.05	1.05	--

<sup>1</sup> Reported from a sample of shippers and/or truck brokers in specified areas for shipments during first week of month.

NA—not available

Table 16—Canned vegetables: Commercial pack and canners' seasonal supply, shipments to latest month; and total seasonal shipments, selected commodities

Commodity and season	Carryover	Pack	Seasonal supply	Shipments to latest month	Total seasonal shipments
	<i>Million cases 24/303's</i>	<i>Million cases 24/303's</i>	<i>Million cases 24/303's</i>	<i>Million cases 24/303's</i>	<i>Million cases 24/303's</i>
<b>Asparagus</b>					
1972-73 .....	.9	5.9	6.8	<sup>1</sup> 2.5	5.3
1973-74 .....	1.5	5.8	7.3	<sup>1</sup> 2.3	6.1
1974-75 .....	1.2	5.6	6.8	<sup>1</sup> 2.6	4.4
1975-76 .....	2.4	3.6	6.0	<sup>1</sup> 3.1	4.8
1976-77 .....	1.1	3.6	4.7	N.A.	4.4
1977-78 .....	.3	N.A.	N.A.	N.A.	N.A.
<b>Beans, lima</b>					
1972-73 .....	.7	2.1	2.8	<sup>2</sup> 2.3	2.7
1973-74 .....	.1	3.2	3.3	<sup>2</sup> 2.5	3.1
1974-75 .....	.2	2.5	2.7	<sup>3</sup> 2.2	2.5
1975-76 .....	.2	3.7	3.9	<sup>3</sup> 2.6	3.0
1976-77 .....	1.0	2.8	3.8	<sup>3</sup> 2.7	N.A.
<b>Beans, snap</b>					
1972-73 .....	5.9	47.6	53.5	<sup>3</sup> 49.6	50.8
1973-74 .....	2.7	55.0	57.7	<sup>3</sup> 51.4	52.5
1974-75 .....	5.2	62.3	67.5	<sup>3</sup> 52.1	52.2
1975-76 .....	15.3	55.4	70.7	<sup>3</sup> 54.5	57.1
1976-77 .....	13.6	47.4	61.0	<sup>3</sup> 53.2	N.A.
<b>Beets</b>					
1972-73 .....	2.2	9.4	11.6	<sup>4</sup> 9.7	10.7
1973-74 .....	.9	11.3	12.2	<sup>4</sup> 10.2	11.3
1974-75 .....	.9	14.8	15.7	<sup>4</sup> 9.8	11.6
1975-76 .....	4.0	13.4	17.4	<sup>4</sup> 9.4	12.4
1976-77 .....	5.1	9.2	14.3	<sup>4</sup> 9.4	N.A.
<b>Carrots</b>					
1972-73 .....	1.9	5.1	7.0	<sup>4</sup> 5.6	6.0
1973-74 .....	1.0	6.2	7.2	<sup>4</sup> 4.9	5.0
1974-75 .....	2.2	7.2	9.4	<sup>4</sup> 4.8	5.5
1975-76 .....	3.9	5.0	8.9	<sup>4</sup> 5.3	6.3
1976-77 .....	2.6	5.3	7.9	<sup>4</sup> 5.4	N.A.
<b>Corn, sweet</b>					
1972-73 .....	9.2	53.0	62.2	<sup>3</sup> 52.6	55.9
1973-74 .....	6.3	55.2	61.5	<sup>3</sup> 54.6	57.6
1974-75 .....	3.9	46.4	50.3	<sup>3</sup> 42.6	45.2
1975-76 .....	5.1	57.5	62.6	<sup>3</sup> 49.2	52.9
1976-77 .....	9.7	54.7	64.4	<sup>3</sup> 51.7	N.A.
<b>Peas, green</b>					
1972-73 .....	4.9	33.1	38.0	<sup>3</sup> 34.4	34.4
1973-74 .....	3.6	29.6	33.2	<sup>3</sup> 31.7	31.7
1974-75 .....	1.5	33.1	34.6	<sup>3</sup> 30.0	30.0
1975-76 .....	4.5	35.2	39.7	<sup>3</sup> 31.3	31.3
1976-77 .....	8.4	31.9	40.3	<sup>3</sup> 32.6	N.A.

<sup>1</sup> August 1. <sup>2</sup> May 1. <sup>3</sup> June 1. <sup>4</sup> April 1. N.A.—Not available.

National Canners Association.

Table 17— Vegetables, frozen: United States commercial packs 1975 and 1976, and cold storage holdings, July 1, with comparisons

Commodity	Packs		Cold storage holdings		
	1975	1976	July 1, 1975	July 1, 1976	July 1, 1977 <sup>1</sup>
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>
Asparagus .....	18	24	20	21	19
Beans, lima:					
Fordhook .....	50	25	15	20	10
Baby .....	86	44	39	50	22
Total .....	136	69	54	70	32
Beans, snap:					
Regular cut .....	144	114	77	54	23
French cut .....	59	60	29	21	11
Wax .....	7	7	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Total .....	210	181	106	75	34
Broccoli .....	192	202	97	84	116
Brussels sprouts .....	54	45	20	27	9
Carrots .....	166	181	94	65	48
Cauliflower .....	76	68	33	24	10
Corn, cut .....	288	282	79	103	91
Corn-on-cob .....	183	188	22	43	36
Mixed vegetables .....	( <sup>2</sup> )	( <sup>2</sup> )	33	33	30
Mushrooms .....	---	6	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Onions .....	121	149	20	22	21
Peas .....	401	340	161	189	164
Peas and carrots .....	( <sup>2</sup> )	( <sup>2</sup> )	11	12	11
Pumpkin and squash .....	30	22	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Rhubarb .....	6	8	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Spinach .....	129	160	116	128	114
Kale .....	5	5	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Okra .....	28	28	20	22	20
Peas, blackeye .....	22	31	9	4	5
Turnip greens .....	16	14	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )
Miscellaneous vegetables .....	131	153	175	164	141
Total .....	2,212	2,156	1,070	1,086	901
French fried potatoes .....	2,633	2,876	748	651	776
Other frozen potatoes .....	368	459	133	106	120
Total frozen potatoes .....	3,001	3,335	881	757	896
Grand total .....	5,213	5,491	1,951	1,843	1,797

<sup>1</sup> Preliminary. <sup>2</sup> Included in miscellaneous vegetables.

Pack data from American Frozen Food Institute. Stocks from Cold Storage Report, SRS, USDA, issued monthly.



**Table 18—Potatoes: Prices f.o.b. shipping points and wholesale price at New York and Chicago,  
U.S. No. 1 indicated periods 1976 and 1977**

Item	State	Week ended					
		1976			1977		
		May 15	June 12	July 10	May 14	June 11	July 9
		<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>
F.o.b. shipping points							
Kern County							
Long Whites . . . . .	California	6.25	4.60	3.00	---	5.40	3.69
Hi Plains-Panhandle Dist.							
Round Reds . . . . .	Texas	---	---	---	---	---	---
Southern points							
Rounds Reds . . . . .	Alabama	8.00	5.50	<sup>1</sup> 5.13	---	7.85	<sup>1</sup> 6.00
Round Whites . . . . .	Virginia	---	---	5.25	---	---	6.00
Tuesday nearest mid-month							
		1976			1977		
		May 11	June 15	July 13	May 10	June 14	July 12
		<i>Dollars per 50 lb. sack</i>	<i>Dollars per 50 lb. sack</i>	<i>Dollars per 50 lb. sack</i>	<i>Dollars per 50 lb. sack</i>	<i>Dollars per 50 lb. sack</i>	<i>Dollars per 50 lb. sack</i>
Terminal markets							
New York							
Long Whites . . . . .	California	---	5.25	5.00	---	---	5.75
Katahdin, 2" min. . . . .	Maine	4.85	4.38	---	5.12	5.50	---
		<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>	<i>Dollars per 100 lb. sack</i>
Chicago							
Long Whites . . . . .	California	---	9.10	7.75	---	10.00	8.50

<sup>1</sup> Northeast points.

F.o.b. prices are the simple averages of the mid-point of the range of daily prices. Market prices are for Tuesday of each week, and are submitted by Market News representatives to the Fruit and Vegetable Division of AMS.

**Table 19—Sweetpotatoes: Representative wholesale price (wholesale lots) at New York and Chicago for stocks  
of generally good merchantable quality and condition (U.S. No. 1, when available) indicated periods, 1976  
and 1977**

Item	State	Tuesday nearest mid-month					
		1976			1977		
		May 11	June 15	July 13	May 10	June 14	July 12
		<i>Dollars per 50 lb. container</i>	<i>Dollars per 50 lb. container</i>	<i>Dollars per 50 lb. container</i>	<i>Dollars per 50 lb. container</i>	<i>Dollars per 50 lb. container</i>	<i>Dollars per 50 lb. container</i>
Terminal markets							
New York							
Porto Rico, cured . . . . .	North Carolina	7.25	---	6.75	10.75	---	17.00
Chicago							
Porto Rico, cured . . . . .	Louisiana	8.25	---	9.25	---	---	---

Prices submitted for Tuesday of each week by the Market News representative at New York and Chicago.

## LIST OF TABLES

<i>Table</i>	<i>Title</i>	<i>Page</i>
1	Vegetables and melons for fresh market: Reported commercial acreage and production of principal crops, selected seasons, 1975, 1976, and indicated 1977 . . . . .	4
2	Vegetables for processing: Planted acreage, annual 1976 and 1977 . . . . .	7
3	Potatoes, Irish: Acreage, yield per acre, and production, annual 1975, 1976, and indicated 1977 . . . . .	11
4	Sweetpotatoes: Harvested acreage by States, United States . . . . .	12
5	Beans, dry edible: Acreage, yield per acre, and production annual 1975, 1976, and indicated 1977 . . . . .	13
6	Peas, dry field: Acreage, planted and harvested, annual 1975, 1976, and acreage for harvested 1977 . . . . .	14
7	Commercially produced vegetables: Civilian per capita consumption averages 1947-49, 1957-59, and 1965 to date . . . . .	16
8	Potatoes, sweetpotatoes, dry edible beans, and dry field peas: Per capita consumption, primary distribution weight, averages 1947-49, 1957-59 and annual 1965 to date . . . . .	16
9	Civilian per capita consumption of selected commercially produced fresh and processed vegetables, United States, calendar years 1965-76 . . . . .	19
10	Fresh vegetables and melons, commercial: Per capita consumption, farm weight, averages 1947-49, 1957-59 and 1965 to date . . . . .	20
11	Canned vegetables: Per capita consumption processed weight, averages 1947-49, 1957-59, and annual 1965 to date . . . . .	21
12	Vegetables, frozen: Per capita consumption, processed weight, averageds 1947-49, 1957-59, and annual 1965 to date . . . . .	22
13	Vegetables fresh: Representative prices for stock of generally good quality and condition (U.S. No. 1 when available), New York, Chicago, and shipping point, indicated periods, 1976 and 1977 . . . . .	23
14	Fresh vegetables: Retail price, marketing margin, and grower and packer return per unit, sold in New York City, indicated months, 1976 and 1977 . . . . .	24
15	Fresh vegetables: Representative truck rates for selected fresh vegetables, Jan.-June 1976-77 . . . . .	25
16	Canned vegetables: Commercial pack and canners' seasonal supply shipments to latest month, and total seasonal shipments, selected commodities . . . . .	26
17	Vegetables, frozen: United States commercial packs 1975 and 1976 and cold storage holdings, July 1, with comparisons . . . . .	27
18	Potatoes: Prices f.o.b. shipping points and wholesale price at New York and Chicago, U.S. No. 1 indicated periods 1976 and 1977 . . . . .	28
19	Sweetpotatoes: Representative wholesale price (wholesale lots) at New York and Chicago for stock of generally good merchantible quality and condition (U.S. No. 1 when available) indicated periods, 1976 and 1977 . . . . .	28







UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C. 20250

OFFICIAL BUSINESS  
PENALTY FOR PRIVATE USE, \$300

POSTAGE AND FEES PAID  
U.S. DEPARTMENT OF  
AGRICULTURE  
AGR 101  
FIRST CLASS



NOTICE: If you don't want future issues  
of this ERS publication, check here ☐  
and mail this sheet to the address below.

If your address should be changed, write your  
new address on this sheet and mail it to:

Automated Mailing List Section  
Office of Plant and Operations  
U.S. Department of Agriculture  
Washington, D.C. 20250

5882 TAYLHH600A112 18014 0001  
DR HH TAYLOR USDA/ERS EAST-  
ERN REGNL RES CNTR A  
600 E MERMAID LN  
PHILADELPHIA PA 19118

TVS-205

AUGUST 1977